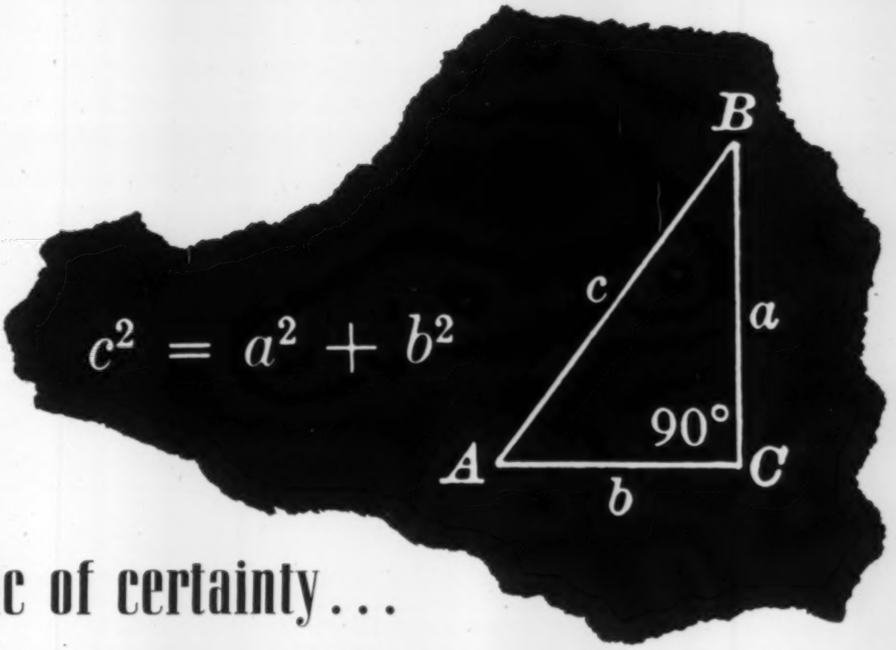
MARCH 10, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING



symbolic of certainty . . .

Pythagoras, more than 2,400 years ago, discovered an inviolable rule of geometry your children still learn at school today.

"The square on the hypotenuse of a right triangle is equal to the sum of the squares of the other two sides."

In its simplicity and certainty, it represents the essence of dependability. Like other unchanging laws of geometry, when applied to myriad problems of engineering, it represents a valuable tool in man's fight for achievement.

Dependability is no less an essence of American broadcasting. At no moment of day or night does radio fail the nation's need for information, entertainment, news or companionship. It is there, always and dependably, on every receiver's dial.

The Fort Industry Company's seven stations *know* the importance of that dependability. Serving 20,000,000 people in seven valuable markets, their predictably reliable performance has won them the respect of listener and advertiser alike.

Dependability, we think, is the keynote of service. Dependability, we know, is the basis of our continued success. No listener, no advertiser finds us lacking in it.

A FORT INDUSTRY STATION

"You can bank on a Fort Industry Station"

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WGBS, Miami, Fla. • WAGA, Atlanta, Ga. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WHIZ, Zanesville, O.

KRNT

A Cowles Station

WOL Washington, WCOP Boston, WNAX Sioux City—Yankton

5000 WATTS

AMERICAN BASIC NETWORK

DES MOINES

IOWA

•

Affiliated with the Des Moines
Register & Tribune

KRNT Hoopers Continue *UP-UP-UP* in Des *Moines*

PLANNED PROGRAMMING AND AUDIENCE PROMOTION CONTINUE TO REWARD KRNT AND *YOU* WITH THESE RESULTS. CHECK THEM CAREFULLY.

HOOPER STATION LISTENING INDEX

DES MOINES CITY ZONE

MORNING . . . 8 A.M. - 12 NOON, MON-FRI.

	KRNT	STA. B	STA. C
NOV.-DEC. **1946**. .	48.1	16.4	28.4
NOV.-DEC. **1945**. .	46.6	24.2	26.2

AFTERNOON . . . 12 NOON - 6 P.M., MON-FRI.

	KRNT	STA. B	STA. C
NOV.-DEC. **1946**. .	36.3	19.4	40.8
NOV.-DEC. **1945**. .	27.7	21.8	47.8

EVENING . . . 6 P.M. - 10 P.M., SUN-SAT.

	KRNT	STA. B	STA. C
NOV.-DEC. **1946**. .	26.7	25.9	46.4
NOV.-DEC. **1945**. .	21.1	29.0	49.0

SUNDAY AFTERNOON . . . 12 NOON - 6 P.M.

	KRNT	STA. B	STA. C
NOV.-DEC. **1946**. .	34.5	25.7	37.4
NOV.-DEC. **1945**. .	35.1	25.0	35.5

SATURDAY DAYTIME . . . 8 A.M. - 6 P.M.

	KRNT	STA. B	STA. C
NOV.-DEC. **1946**. .	30.8	28.2	34.7
NOV.-DEC. **1945**. .	26.8	25.8	40.5

TOTAL RATED TIME PERIODS

	KRNT	STA. B	STA. C
NOV.-DEC. **1946**. .	32.7	23.3	41.1
NOV.-DEC. **1945**. .	27.5	26.1	44.1

REPRESENTED BY
THE
KATZ AGENCY

500 Fifth Avenue
New York City

Bryant Building
Kansas City

Republic Bank Bldg
Dallas

307 North Michigan
Chicago

Monadnock Building
San Francisco

22 Marietta Street
Atlanta

General Motors Bldg.
Detroit

530 West 6th Street
Los Angeles

KRNT is available with WNAX and WMT as the Mid-States Group. Ask the Katz Agency for Rates.

BUY LISTENERS!
BUY CUSTOMERS!
BUY KRNT!!

15th ANNIVERSARY
March 15th

Anniversary Greetings

to the first and largest
exclusive radio representative

EDWARD PETRY & COMPANY, Inc.

from its

largest regional network client

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

---

24 YANKEE HOME-TOWN STATIONS

WNAC	Boston, Mass.
WFAU	Augusta, Me.
WJOR	Bangor, Me.
WICC	Bridgeport, Ct.
WKXL	Concord, N.H.
WSAR	Fall River, Mass.
WEIM	Fitchburg, Mass.
WHAI	Greenfield, Mass.
WONS	Hartford, Ct.
WHYN	Holyoke, Mass.
WLNH	Laconia, N.H.
WCOU	Lewiston-Auburn, Maine
WLLH	Lowell-Lawrence, Massachusetts
WKBR	Manchester, N.H.
WNLC	New London, Ct.
WBRK	Pittsfield, Mass.
WMTW	Portland, Me.
WHEB	Portsmouth-Dover, N.H.
WEAN	Providence, R. I.
WSYB	Rutland, Vt.
WWSR	St. Albans, Vt.
WWCO	Waterbury, Ct.
WDEV	Waterbury, Vt.
WAAB	Worcester, Mass.

Plus FM Stations

WGTR	Boston
WMNE	Mt. Washington

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WITHDRAWAL of NBC and CBS from active membership in NAB, expected at May board meeting, may be more summary than that. There's talk about pulling out altogether (i.e., not accepting associate status) and setting up separate trade association with Washington headquarters. Whether ABC and MBS would go along is conjectural.

FCC IS between devil and deep blue on its temporary expediting (freeze) procedure. It now appears impossible to process all of applications within 90-day hiatus from Feb. 7 deadline. An extension would open Pandora's box of trouble. FCC may decide to make clean breast of it and say it didn't work then go back to normal procedure of considering oldest applications first and setting for hearing those of competitive or mutually exclusive nature.

WORST that can happen on color versus black & white, it is now conjectured, is that CBS will get pat-on-back for trying, word of encouragement but no out-and-out commercialization. That twilight zone of developmental operation, which would be quasi-commercial, quasi-experimental, still looks like good bet, but no bet is good because FCC hasn't made up its mind.

WASHINGTON'S handful of televiewers—which includes members of FCC and department heads—attest that set maintenance bill is insignificant, but that refreshment bill is terrific. When prize-fights or sport events are on, neighbors and friends don't wait for invitation but just drop in. Some bring their own ice cubes.

IF YOU'RE playing television sweepstakes, don't look for any decision by FCC on color versus black & white before week of March 17. Commission's wizard of legalistic drafting—Assistant General Counsel Harry Plotkin—already is at work on proposed decision, but which way it goes must await FCC "conferences" in executive session because of momentous nature of ruling.

NOT TO BE confused as omen was status last week of Commissioner Ray C. Wakefield, who was named Acting Chairman during absence (at IRE) of Chairman Charles R. Denny and Commissioner E. K. Jett. Vice Chairman Paul A. Walker was in Oklahoma. Mr. Wakefield, Republican of California, awaits word from White House as to his reappointment come expiration of his term June 30. There's considerable doubt about it.

ED COOPER, now drafting new communications legislation as specialist of Senate Interstate & Foreign Commerce Committee, has withdrawn from part in application of Northwestern Ohio Broadcasting Co., which more than year ago filed for new regional at Lima, O. Holding less than 10% in company,

(Continued on Page 98)

Upcoming

March 10: NAB Engineering Executive Committee, Washington.

March 10-11: National Marketing Conference, sponsored by U. S. Chamber of Commerce Domestic Distribution Dept., Hotel Stevens, Chicago.

March 15: Assn. of Women Broadcasters, "Women in Radio" Conference, Cornell U., Ithaca, N. Y.

March 24-26: National Conference on UNESCO, Philadelphia.

(Other Upcomings, page 96)

Bulletins

SETTLEMENT of libel suit filed in 1945 by William S. Paley, chairman of CBS board, against London paper, which had accused him of using his wartime military office as colonel in effort to gain control of Radio Luxembourg, reported Friday. *Daily Mail* said to have issued apology and paid unannounced sum of damages to charities on Mr. Paley's behalf.

FCC COMR. PAUL A. WALKER reported recuperating satisfactorily in Oklahoma City hospital after suffering broken blood vessel in leg while attending Oklahoma Radio Conference. Reports Friday said he plans return to Washington offices "in a few days."

Business Briefly

CHRYSLER EXPANDS • Chrysler Corp., Detroit (De Soto), has added 25 stations to current spot announcement campaign during month of March. Agency, BBDO, N. Y.

FLIT SEASONAL • Stanco Inc., New York (Flit), starts seasonal spot campaign in few weeks through McCann-Erickson, N. Y.

COLGATE SPOTS • Colgate-Palmolive-Peet Co. (Vito), March 31 starts 26-week one-minute announcement campaign, daytime, on about 300 stations. Agency, Ted Bates Inc., N. Y.

SCHUTTER STARTS • Schutter Candy Co. (Old Nick, Bit O'Honey) began sponsorship March 7 of *Girl Meets Boy*, audience show, 52 weeks on WGN Chicago 9-9:30 p.m. (CST). Agency, Schwimmer & Scott, Chicago.

UNITED FRUIT ON 120 • United Fruit Co., New York, on March 17 starts for 52 weeks one-minute announcement campaign on 120 stations. Agency, BBDO, N. Y.

BIRDSEYE EXPANDS • General Foods Corp., New York (Birdseye), expanding spot campaign to 30 additional cities, starting March 31, for 10 weeks. Agency, Young & Rubicam.

CALUMET PROGRAM • General Foods Corp., New York (Calumet, sponsors quarter-hour rural program on 7 Texas stations starting April 1. Agency, Young & Rubicam, N. Y.

AP Studies Fees for Radio Associate Plan

NEW FORMULA for equitable assessment of stations subscribing to Associated Press news service being studied by AP to become operative with assumption of associate membership status in cooperative news association. Customary methods of payment by radio for raw materials being studied, ranging from flat fee to card rates and income percentage, as well as proposed variation of coverage area plan.

Associate membership authorized by AP membership last year. Since then PA executives, headed by Vice President and General Manager W. J. McCambridge and Assistant General Manager Oliver Gramling, seeking procedure comparable to newspaper membership assessment.

Plan discussed informally last week by Mr. Gramling with NAB Radio News Committee in New York (see story page 88).

As associate members, stations would not have right to vote but would not be subject to assessments on same basis as newspaper members. Proposed rate plan alluded to as "opportunity area" of station, or entire population area in which primary signal is present. Plan to be offered 776 stations now subscribing to special AP radio wire. Special research group has studied plan several months. PA to be continued as corporate entity. AP expected to liberalize policy, with full report available to stations and networks for background use.

Whether new rates will exceed present average is in doubt. NAB dues, based on income, and BMB mail coverage technique considered. AP at no time has considered discontinuance of special AP radio wire.

In connection with informal NAB committee discussions with Mr. Gramling, NAB made following comments:

All AP Series Available—The radio wire will be continued, not discontinued; it will become the basic service for radio stations. The newspaper wire and all other services will be available to associate AP members on pro rata cost.

Present Contracts to Be Completed—At expiration of present PA contracts new contracts with radio stations will be written on basis of associate AP membership. In accordance with sound business procedure AP will attempt to renegotiate present contracts without waiting for expirations.

No Vote—Associate membership in AP will not carry voting power for the time being. As a final step in rearranging its affairs it is logical to expect that AP eventually will offer straight AP membership to radio stations. No time has been projected for this move.

Rates—AP is searching for an equitable rate formula which will be fair to all classes of stations. It is as yet undetermined.

Change of Rates—AP will offer a continuous contract with provision to reopen on change in rates. Any increase agreed upon would not be retroactive.

If station and AP cannot get together station may drop service without penalty.

Resignations—With continuous contract AP plans to insert resignations clause which would probably be "one or two years on advance notice." Newspapers may withdraw from AP membership on two years advance notice.

Announcement Soon—Final announcement of the AP associate membership contract will be forthcoming in a matter of weeks.

A LOT OF HUFF ON THE BLUFF

Once Indians roamed Chickasaw Bluffs—now WHHM listeners reside there.

We aren't mad at anyone. Why should we be—with those sweet morning, afternoon and night Hoopers.

So we believe there's been a lot of commotion about the Memphis radio setup when it's all so simple.

Fellows, why not admit—

WHHM DELIVERS MORE LISTENERS
PER DOLLAR IN MEMPHIS

Our planned programming and beautiful Hoopers assure you an attentive audience and advertising results in the Bluff City.

Represented by
FORJOE & CO.

WHHM

MEMPHIS, TENNESSEE

THE FRESHEST CONCEPT IN BROADCASTING

GET MORE FOR YOUR MONEY

ON WMT

GET RURAL COVERAGE

Iowa's rich rural market includes one fourth of all Grade "A" U. S. farmland . . . highest per capita income in America.

GET URBAN COVERAGE

Iowa's steady industries account for 50% of her fabulous income: dependable, spendable income the year 'round.

GET BOTH IN EASTERN IOWA WITH WMT

Get your Katz representative now. Get the story of WMTland's rich "twin markets".

DUBUQUE
CLINTON
DAVENPORT
CHICAGO
MASON CITY
WATERLOO
CEDAR RAPIDS
SIOUX CITY
IOWA
DES MOINES
OTTUMWA
BURLINGTON
ILL.
NEB.
CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 KC
BASIC COLUMBIA NETWORK

Get on WMT now!

Member Mid-States Group

BROADCASTING
TELECASTING

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At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

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WINFIELD R. LEVI, *Manager*

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 20c PER COPY

CONTACT MAN

This salesman has plenty of confidence. He should have because he represents 1,094 wholesale houses in the Nashville area and sold $210,953,000 for them before he went to war . . . That's a lot of business—but he's doing even better now . . . Nashville's retail market is going ahead with him . . . Retail sales here were up to $356,977,000 in 1944 . . . So plan your campaign now to reach your share of the buying audience in this above-average market who listen regularly to favorite shows broadcast over WSIX.

AMERICAN • MUTUAL

5,000 WATTS • 980 KILOCYCLES

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

Represented Nationally by

THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy

NIELSEN OFFERS

A NEW YARDSTICK

. . . which again shows that an advertiser gets more for his money on CBS

The Nielsen Radio Index, which measures the minute-by-minute listening of U.S. radio families, creates a new and valid yardstick for measuring network values.

It is: *cost per rating point per minute*... or, the cost per minute of actual audience earned in terms of *total time and talent expenditures.*★

★**EXAMPLE:** a half-hour program with a talent cost of $3,000 and time cost of $6,000, and an NRI rating of 10, has a cost per rating point per minute of $30. Mathematics: total cost for 30 minutes: $9,000. Cost per minute (regardless of rating) $300. To get cost per rating point per minute, divide by rating (10). Answer: $30.

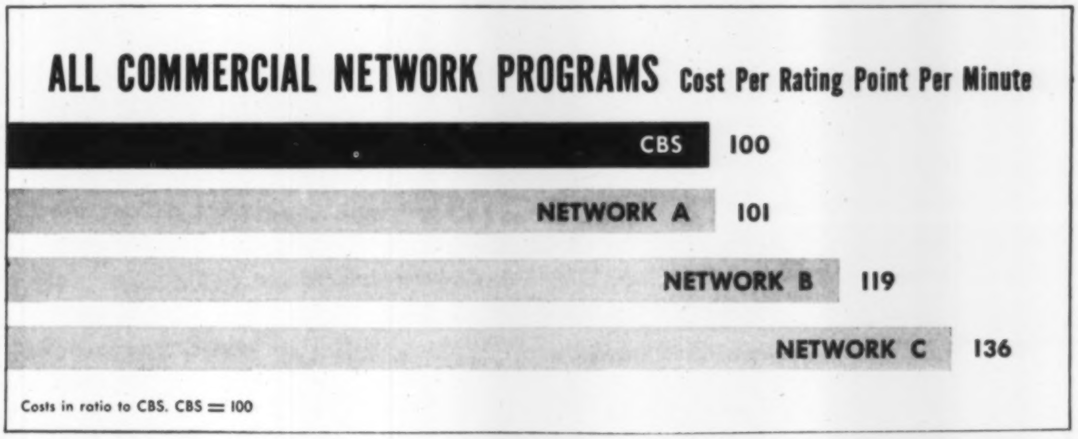
SOURCES: *Nielsen's computations were based on month-in month-out NRI Average Audience Ratings, on talent costs as estimated by* Variety, *and on actual time costs (with discounts earned) quoted on network rate cards.*

OF NETWORK COSTS

Averaging audiences and costs for all sponsored network programs broadcast during the twelve months of 1946, Nielsen found that:

CBS costs less per rating point per minute than any other network.

Taking CBS as 100, the chart and tables below show the standing of the networks:



Here, at last, is a realistic index to the relative dollar values delivered to the advertiser by each of the four networks.

It confirms again the leadership of CBS.

COST PER RATING POINT PER MINUTE

All Daytime Commercial Programs		All Evening Commercial Programs	
CBS	100	CBS	100
NETWORK A	99	NETWORK A	104
NETWORK B	115	NETWORK B	141
NETWORK C	134	NETWORK C	142

COLUMBIA BROADCASTING SYSTEM

A
PROFITABLE
BUY

This alert station reaches a rich industrial and agricultural section—assures advertisers excellent sales results.

W
G
A
L

LANCASTER, PA.

NBC
AFFILIATE

Represented by
RADIO ADVERTISING COMPANY

New York • Dallas • Chicago
San Francisco • Hollywood

Feature of the Week

"I DON'T THINK the perfect radio sermon has yet been evolved," Elinor Inman, director of religious broadcasts for CBS, said as she spoke at the Yale U. Divinity School March 4.

"Too many ministers stick to the written style," Miss Inman said. "They lack the conversational tone. I don't think the sermon can be separated from the delivery."

Miss Inman, who has produced the CBS *Church of the Air* programs for the past four years gave some widely gathered tips to the future ministers when she spoke at Yale a fortnight ago. People from all over the country have written and expressed their ideas about the types of sermons they like to listen to, and Miss Inman herself has some very definite ideas about sermons and how they should be written.

"A good radio sermon must have as its core something that really matters to people—something that will make a difference in their lives," said the CBS religious director. "A sermon can't assume a mood; instead, it must catch attention. And it must hold that attention throughout the whole of the broadcast."

Urges Careful Preparation

She recommends that a minister write his sermon just as a playwright writes his play. Miss Inman advises ministers who deliver sermons over the CBS *Church of the Air* series to spend one hour of preparation for every minute of delivery. Since each speaker is limited to 15 minutes, she thinks he should spend 15 hours of preparation, including writing and practicing the delivery of his sermon.

ELINOR INMAN, director of religious broadcasts for CBS, believes ministers should give more attention to their style of delivery in presenting radio sermons.

The *Church of the Air* programs are now in their 16th year on the air. Each Sunday they are carried from 10-11 a.m. (EST) on 75 CBS stations throughout the country. Speakers are selected by a 12-man committee and present views of Protestants, Catholics and Jews alike.

Sellers of Sales

BARBARA LANSING SMITH, timebuyer at Gahagan and Turnbull Co., New York, can trace her descent back to the front side of a cough drop box, but her latest distinction arises from her purchase of all the spot radio time for Thomas E. Dewey in his last successful campaign for the governorship of New York.

Great granddaughter of one of the Smith Brothers (a fact unknown to most of her co-workers), blonde, attractive Barbara Smith has made her own way in her own field to emerge as one of the most enterprising buyers of time in radio.

Born in Poughkeepsie, New York, Jan. 14, 1921, she attended Bennett Junior College, majoring in interior decoration. Upon graduation she spent a year at Wood-Purianton, Poughkeepsie, where she undertook a business course.

BARBARA

Her first job in 1942 was as secretary to the superintendent of The Inn at Buckhill, Pa. A year later she went to New York and joined World Broadcasting System as assistant sales manager. In 1944 she became associated with Hershon-Garfield, New York, as a timebuyer. And in May 1946, Miss Smith joined Gahagan and Turnbull & Co., New York, as head of its time buying department.

She buys radio time for the Republican State Committee and also for the Monticello Drug Co. and Gallowhur Chemical Co. (Skol).

She is married to Eugene B. Krieger, a surveyor. They were married Nov. 16, 1946.

Her hobbies are skiing, knitting socks for her husband and cooking.

She is a great fan of Bing Crosby and has a large picture of the famous crooner in her office.

NO. 9 OF A SERIES

Miss Gerund

Tommy Johnson's English grammar teacher is another long-time friend of WTCN. Once in a while she calls us up when an announcer splits an infinitive, but she's very nice about it. We like her a lot. She's part of our mental picture of the group of people who listen regularly to WTCN. When we know some of our listeners personally, it helps us entertain people, instead of just throwing stuff at a microphone.

It helps your advertising message, too.

The DOUBLE-DUTY STATION

WTCN
MINNEAPOLIS
ST. PAUL
WTCN

NOW—WTCN-FM!

ABC ... plus High-listener locals!

FREE and PETERS
National Representatives

MAYBE YOU'RE MISSING SOMETHING!

BABIES VIEWED
Ed De Temple

250 Watts...93% Daytime Audience!*

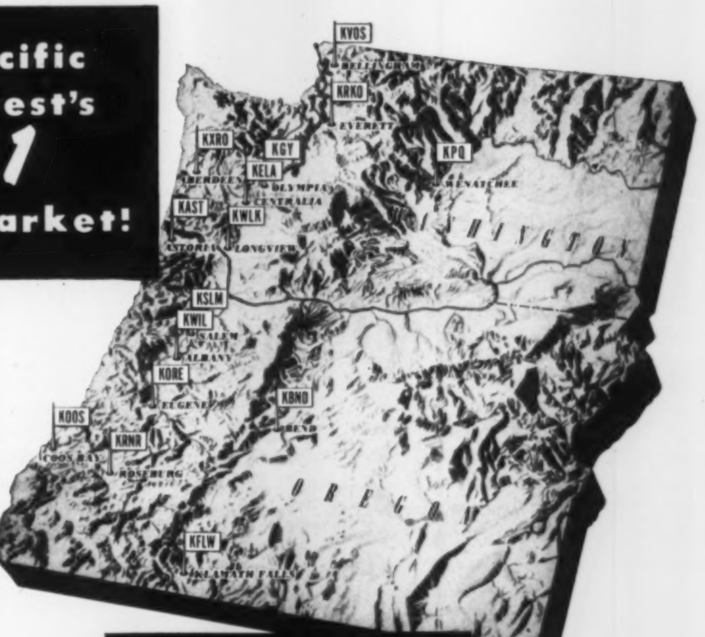
The Pacific Northwest's No. 1 Radio Market!

In the Pacific Northwest states of Oregon and Washington high power doesn't assure a station of high listenership throughout the area! . . . *The reason:* Those rugged mountain ranges of Oregon and Washington cut up ordinary radio broadcasting emanating from the metropolitan centers. Your expensive sales messages bounce right off the ramparts of the Olympics, Cascades, Siskiyous and Coast Ranges.

As a result, 194,210 Radio Families in the Pacific Northwest are "by-passed" by broadcasts from these centers . . . people spending over 154 millions of dollars for food alone . . . who have an average Per Capita Effective Buying Income of $2,688 . . . highest in the nation.

There's Only One Effective Way to Reach This Prosperous Market with Radio!

**That one way is through the local radio stations . . . the 15 stations of the Oregon-Washington Radio Group. BMB figures show these stations are listened to by more than 74% of the available daytime audience . . . better than 62% of the available nighttime audience within each home county . . . some rate in the high eighties and nineties! Here, and here alone, is the key to tapping this thriving market of 194,210 radio families in Oregon and Washington.*


KVOS
BELLINGHAM
KRKO
EVERETT
KXRO
KGY
KELA
ABERDEEN
OLYMPIA
CENTRALIA
KPQ
WENATCHEE
WASHINGTON
KAST
KWLK
ASTORIA
LONGVIEW
KSLM
KWIL
SALEM
ALBANY
KORE
EUGENE
KBND
BEND
KOOS
KRNR
COOS BAY
ROSEBURG
OREGON
KFLW
KLAMATH FALLS

Topographic map shows the 15 stations of O-W-R-G, and how markets served by each are separated by mountains. Stations may be used as a group, singly, or in any combination.

OREGON-WASHINGTON radio group

OREGON

KWIL (MDL)
Albany

KAST (MDL)
Astoria

KBND (MDL)
Bend

KOOS (MDL)
Coos Bay

KORE (MDL)
Eugene

KFLW (ABC)
Klamath Falls

KRNR (MDL)
Roseburg

KSLM (MDL)
Salem

WASHINGTON

KXRO (MDL)
Aberdeen

KVOS (ABC)
Bellingham

KELA (MDL)
Centralia

KRKO (MDL)
Everett

KWLK (MDL)
Longview

KGY (MDL)
Olympia

KPQ (ABC)
Wenatchee

DLM
Don Lee Mutual
Affiliate

ABC
American Broadcasting
Company Affiliate

For detailed information write or wire THE HOMER GRIFFITH COMPANY • New York • Chicago • Hollywood • San Francisco • Dallas

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Two years, Bankers Trust Co.
Six years, United States Lines
Two years, Townsend & Townsend, Inc.
Two years, Lord & Taylor
Five years, U. S. Army
Free & Peters (New York Office) since Jan., 1947

"V" for Vitality?—

CHARLES V. DRESSER!

Ask Chuck Dresser about his hobbies, and he'll probably describe the joys of swinging in hammocks. But ask him about his *business* experience and you'll see that he couldn't have had much time for swinging! With twelve years of business success behind him (plus five years in the Army) this young Old Colonel has also found time to travel in nearly every country of Europe and South America!

That's another thing about all our men at F & P — we know that *time* is the greatest asset we have — that time can be made to yield great dividends of achievement and fun, or that it can bog us down in small routines and pettiness. *We choose the former*. When you give us an assignment, we *do* it, promptly and thoroughly — then clear the decks for the next.

"If you want a job well done, give it to a busy man." A lot of you agencies and advertisers must believe in that adage, because we're busier and doing more business, every year after every year, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
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BROADCASTING
TELECASTING

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FCC Asking $7,300,000—For What?

Lawyers and Accountants Get Largest Percentage Increases

By ROBERT K. RICHARDS

FOR WHAT SPECIFIC purpose does the Federal Communications Commission seek its largest peacetime budget ($7,300,000)?

This question was uppermost in the minds of many broadcasters and Congressmen, and perhaps in the minds of a few FCC employes, as the time approached for budget hearings before the Sub-Committee on Independent Offices of the House Appropriations Committee.

It has been learned that the FCC has submitted to Congress a 153-page document, replete with tables, undertaking to justify its budget request for the fiscal year 1948. A careful examination of this document reveals that:

(1) Percentage-wise, most of the increases sought are to be devoted to legal and accounting activities in the Commission, principally to do with standard broadcasting.

(2) A relatively insignificant increase is sought for engineering—"relatively insignificant" in view of the fact that in 1946 more new broadcast stations (532) were authorized than in the entire period from 1934 through 1945 (469).

Program Regulation Activity

It is in the FCC Law Department that most activity relating to program regulation (viz., Blue Book) takes place. The 153-page justifications document makes only passing, and superfluous, reference to the Commission's concern with program matters.

The heavy increases sought, however, for the Law Dept. (more percentage-wise than for Engineering) and for the Accounting Dept. can only be interpreted to mean that the FCC intends to expand its activities in these areas. And it must be remembered that the justifications lay heavy emphasis on "standard broadcasting" in this regard.

The pursuant breakdowns, derived from an examination of the FCC report, are concerned with only $6,875,000 of the $7,300,000 total request—since $375,000 is sought for a special telegraph investigation and $50,000 for printing, items not pertinent to this review.

The summary Table I shows the distribution of the requested appropriation among divisions of the FCC's work.

The terminology "other activities" emerges throughout the Commission statement, and in most cases it beggars description. The only definition given is that "other activities," mentioned in the table, will include: (a) special legal (including litigation which is principally in broadcasting); (b) special accounting (never specifically defined); (c) supervision of regulatory work and (d) general administration.

One to Six Division

Table I indicates a division between common carrier and radio in the ratio of about one to six. ("Common carrier" accounts for only 13.3% of the total appropriation and 12.4% of the personnel). It can be presumed, therefore, that the same ratio applies in the matter of "other activities"—that five parts of the monies will be diverted to radio and one part to common carrier. How, then, will these five parts of the sum sought be spread over broadcast activity?

Table II answers that question:

Skipping the first item in Table II, "radio spectrum," which is minor and has to do not only with broadcasting but other radio services, it is interesting to examine more closely Items (2) and (4).

Item (2) in the table indicates that the total amount to be diverted to broadcasting activities under the request is $1,162,635—which would appear to be a reasonable sum.

However, Item (4), "Surveillance of Technical Aspects," would require $2,369,984. What does "Surveillance of Technical Aspects" mean? In the report, it is subdivided three ways: (1) field engineering and monitoring (2) laboratory division and (3) technical information.

The latter two are relatively small. However, "field engineering and monitoring" accounts for 466.3 of the 513 personnel requested under "Surveillance of Technical Aspects" and for $1,791,054 of the total amount (or an increase over 1947 of $129,263).

A need for increased activity in field testing would be indicated, in view of the multiplicity of grants made by the Commission and the rising curve of interference problems. But Commission experts themselves admit that there is less need now than ever before for monitoring to insure that stations are "on frequency." Technical advances have been such that it is rare when a station gets off frequency. What, then, would the additional monitoring produce? Why is it needed?

During the war, FCC monitored many stations for program content. That this activity has carried over into peacetime is indicated by the introduction of program exhibits into hearings by FCC counsel and by the program stipulations contained in the Blue Book.

Whether the additional monitoring is intended to produce check transcriptions on program content is not explained in the report. There is listed, as one item under "monitoring," a cryptic "other investigations"—not further described.

It is evident, however, that the $1,162,635 figure listed for "Broadcasting" under Table II does not tell the whole story.

Passing mention should be made of Item (3) in the table, as well.

Webster FCC Appointee . . . . Page 16

Under Item (3) "Safety and special services," the FCC seeks only $946,232. Yet it is on its activities in this field, principally, that the FCC argues its need for more money.

In the report, great emphasis is laid on the Commission's efforts in behalf of (figures as of Jan. 1, 1947) 34,375 radio stations, 70,000 amateurs, 325,000 radio operators, 25,000 special airplane radio operators, 5953 applications in safety and special radio services, etc. Yet to discharge this task, which appears gargantuan from a statistical viewpoint, the Commission requires less than $1,000,000.

Just how is the money sought to be applied in the various broadcasting services? Some indication as to "where we go from here," or at least where the FCC believes we are going, is contained in Table III.

By definition, it seems that most of the request under "general regulatory activities" and "other obligations" may be considered chargeable to standard broadcasting.

Information contained in the first three tables might be tabulated as in Table IV, to present a comparative figure.

Totals in Table IV, of course, are approximations—but are believed

(*Continued on page 14*)

TABLE I

DISTRIBUTION OF REQUESTED APPROPRIATION AMONG MAJOR DIVISIONS OF FCC's WORK

	1948		Increase over 1947	
	Amount	Personnel	Amount	Personnel
I. Radio	$4,587,204	1055	$489,734	170.6
II. Common Carrier	944,737	202.6	104,456	24.4
III. Other Activities	1,343,059	369.6	68,862	24.3
Total	$6,875,000	1627.2	$663,052	219.3

TABLE II

DISTRIBUTION OF REQUESTED APPROPRIATION FOR RADIO INTO MAJOR SUBDIVISIONS

	1948		Increase over 1947	
	Amount	Personnel	Amount	Personnel
1. Radio spectrum	$108,353	27.8	$25,788	9.0
2. Broadcasting	1,162,635	275.1	340,515	83.3
3. Safety and special services	946,232	239.1	84,618	29.5
4. Surveillance of technical aspects	2,369,984	513.0	38,813	48.8
Total	$4,587,204	1055.0	$489,734	170.6

FCC Budget

(*Continued from page 13*)

to be accurate enough to present a fair picture.

Table IV would indicate that of the $6,875,000 requested by the FCC:

1. 83% is to be devoted to radio, as distinct from common carrier, regulation.

2. Of the $5,691,942 for radio regulation, 55% is to be devoted to broadcasting (as distinguished from the "radio services").

3. Of the $3,133,336 for broadcasting regulation, 70% is to be devoted to standard broadcasting.

Special Significance

That, then, is the figure of special significance to all in broadcasting: $3,133,336. How is it to be spent?

Here's the latest available breakdown on the status of broadcast traffic:

AM—1,107 stations licensed; 460 CP's outstanding; 851 applications pending.

FM—503 CP's issued; 175 conditional grants; 254 applications pending (including 99 in hearing).

TV—52 CP's issued; 16 applications pending (including five in hearing).

Tests are being conducted currently to determine feasibility of instituting a 30 kc separation in standard broadcasting; and if this should be adopted, (which appears likely), there would be room for several hundred more standard stations. And even under the current situation, there are recurrent complaints of interference.

It would be expected, then, that the principal increases in the $3,133,336 sought for broadcasting would be for engineering services, particularly in processing applications.

Law Department 33 1/3%

Actually an examination of the FCC's own justifications for its budget shows that the increase (1948 over 1947) sought for the engineering department amounts to 6%. On the other hand, the increase sought for the law department averages 33 1/3%; Accounting, 16% and the Secretary's Office, 10%.

More particularly, the FCC asks for an increase of $133,807 for the Law Dept. and an increase of $118,-

(*Continued on page 82*)

TABLE III

DISTRIBUTION OF REQUESTED APPROPRIATIONS FOR BROADCASTING AMONG KINDS OF BROADCASTING

	1948		Increase over 1947	
	Amount	Personnel	Amount	Personnel
Application processing				
Standard broadcasting	$638,175	163.3	$154,707	39.9
FM broadcasting	199,699	46.6	70,851	17.4
Television broadcasting	77,412	16.9	40,988	9.2
Total	915,286	226.8	266,546	66.5
General Regulatory Activities	180,599	46.3	58,009	16.8
Television broadcasting	77,412	16.9	40,988	9.2
Total	$1,162,635	273.1	$340,515	83.3

TABLE IV

TOTAL SUMS CHARGEABLE TO RADIO, BROADCASTING AND STANDARD BROADCASTING

(On the basis of the proportions shown in Tables 1, 2 and 3)

	Expressly charged	Share of other items in same table	Share from preceding tables	Total
Radio (Table 1)	$4,587,204	$1,104,738	————	$5,691,942
Broadcasting (Table 2)	1,162,635	1,363,085	$607,616	3,133,336
Standard broadcasting (Table 3)	638,175	173,144	1,379,491	2,190,810

Add Blue Book, Red Ink, Budget and You . . . . *An Editorial*

LAST WEEK we said editorially that we thought the FCC budget was a public matter.

If it were not a public matter per se, in a democracy, it would be rendered such by the FCC's activities in matters of program and economic regulation.

Programs are public matters, since people listen to them. If the FCC is to have any jurisdiction over them, which it seeks with increasing fervor, the people should know *what* jurisdiction, and how much of their tax money is to be spent in the effort.

Here we try to tell them. We regret that our information is not more specific, since the FCC's budgetary authors have beclouded the precise answer to that question with a lot of statistical double-talk.

But there's one way that the people can find out. This is the way: During hearings to be held on the budget request before the Sub-Committee on Independent Offices of the House Appropriations Committee, Richard B. Wigglesworth (R-Mass.), chairman.

In a spirit of helping the Committee in its important task of defining the limits of FCC jurisdiction by budget control, we offer the following questions merely as guideposts. They supplement those published March 3.

1. What is the work of the Field Engineering and Monitoring Division? How much of this work relates to nonengineering matters, and how much of the Division's appropriation has been, and would be, allocated for such nonengineering?

2. What proportion of the Division's 1947 appropriation and man-hours was spent monitoring stations for program performance? Does FCC propose to continue to monitor programs under its 1948 budget? If so, to a greater or lesser extent than during the past year?

3. How is nonengineering data thus compiled used by the Commission in the discharge of its duties under the Communications Act?

4. How do the time and money spent on program and other nonengineering monitoring now (1947 and proposed under the new budget) compare with time and expenditures for the same type of work during the war? Before the war? If there has been an increase, is it in proportion to the gain in number of stations? Greater? Less?

5. What proportion of the proposed appropriation would be spent on radio, as distinct from common carriers? How does this compare with the proportion of the FCC workload deriving from radio?

6. Of the radio appropriation, what proportion would be allotted to broadcasting, as distinct from "special services," etc? How does this compare with the proportion of the radio workload deriving from broadcasting?

7. Of the appropriation for broadcasting, what proportion would be spent on AM? FM? TV? What is the percentage of the broadcasting workload deriving from AM? FM? TV?

8. What percentage of the money spent on AM would be confined to engineering work, excluding the monitoring of stations for nonengineering information? In FM? In TV?

9. What percentage of the money spent on AM would be spent on matters relating to programs, including program monitoring and program studies conducted by the Law, Accounting and other departments?

Percentage of Time

10. What percentage of time and money would be spent gathering information on stations' income, expenditures, comparisons of program expenditures with other expenditures and with income; employment, rates of pay, overtime and straight-time hours and pay, etc?

11. Does the Communications Act not limit the Commission's economic inquiries to questions relating to (1) the financial ability of a proposed licensee to build his proposed station, and (2) a determination of whether he is acquiring control of more than the maximum permissible number of stations? How can the requirement of additional economic information be justified under the Act?

12. Does the gathering of the information mentioned in No. 11 above require the expert attention of an accountant or an economist?

13. Would the Commission revoke or refuse to renew a station's license because of programming except for violations specifically prohibited in the Act (obscene language, lottery, etc?) If so, by what authority? If not, of what purpose is the Blue Book and to what effect are the license-renewal hearings thus far ordered to consider program factors which involve no violations specified or even hinted at in the Communications Act?

14. For what types of programs, not specifically forbidden in the Act, would FCC refuse a license?

15. To what extent have applicants' program plans been shaped by the policies of the Blue Book? If at all, is this not regulation of programs?

16. If FCC would revoke a license for programming which involves no violation of the specific prohibitions of the Communications Act, what are the minimum circumstances under which it would do so?

17. What are the maximum circumstances, relating to programming, under which a station would be permitted to remain in operation?

18. What section of the Communications Act gives authority to the Commission to inquire into the program expenditures of a station which is called into hearing on its renewal application?

19. What is "good radio" and what is "bad radio" from a programming standpoint, and why? How do these definitions jibe with the provisions of the Communications Act?

20. What proportion of time devoted to hearings, especially in AM, relates to programs and/or program plans! Fifty percent? More? Less?

21. In what percentage of cases do there arise, solely or partially as a result of the Commission's program questions, further pleadings, briefs, proposed findings, answers and exceptions, oral arguments, petitions for re-hearing, rulings thereon, etc?

22. If program questions were eliminated, how much reduction in the Commission's workload would result? Wherein would enforcement of the Communications Act suffer thereby?

23. How much more nearly current would be your present workload if the Commission had not required, and in many cases followed up with further detailed inquiry into, program plans of applicants?

24. You say the bottleneck in your processing procedure is the engineering department. In your 1948 budget requests, however, do you not request a greater rate of increase for legal than for engineering? How do you rationalize this?

25. How many stations have been called upon to explain their programming or program policies as a result of complaints? How much FCC time has been consumed by these investigations, and what has been the result? Does FCC put the burden of proof upon the complainants or upon the stations complained against?

26. When there is a complaint against a station, does FCC's request for an explanation carry a threat, implied or otherwise, against the station's future license applications?

27. How much time is consumed by FCC Commissioners and/or staff members in preparing speeches and/or articles on the subject of radio programming? How much of such time, in preparing and/or assisting to prepare such articles and speeches, is chargeable to the appropriation to the Commission?

WHO, WKY, Davis duPont Winners

Presentations Made In New York City On Saturday

THE FIFTH annual duPont awards, regarded as major prizes in the radio industry, last week were presented to WHO Des Moines, WKY Oklahoma City and Elmer Davis, ABC commentator.

The presentations were made Saturday night in New York's St. Regis Hotel at a dinner sponsored by the Alfred I. duPont Awards Foundation. ABC broadcast the ceremonies from 7:30 to 8 p. m., feeding, in addition to its own affiliates, the two winning stations, which are affiliated with NBC.

Accepting the awards for the stations were B. J. Palmer, president of Central Broadcasting Co., owner of WHO, and E. K. Gaylord, president of WKY. Mr. Davis also was present.

The annual duPont awards are presented to two stations, one of greater than 5,000-w power and one of 5,000-w or less, "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively."

A duPont award also is given yearly to a commentator-reporter "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Wartime OWI Chief

Mr. Davis, the wartime chief of the Office of War Information, joined the ABC network at the close of the war. He is currently heard Mondays through Fridays 7:15-7:30 p. m. under cooperative sponsorship.

A Rhodes scholar, Mr. Davis was a member of the *New York Times* editorial staff for 10 years. From 1932 to 1945 he broadcast for CBS.

WHO's duPont award entry described the station's soil conservation education program and particularly the manner in which WHO effected "Soil Conservation Through Radio." In a big, looseleaf, wood and leather-bound volume with pages 20 by 16 inches in size WHO told the story of its fourth annual Corn Belt Plowing Match and Soil Conservation Field Day, held Sept. 21, 1946, in Marion County, Iowa, and attended by 50,000 farmers. The event was described by Dr. Hugh H. Bennett, chief of soil conservation work for the U. S. Department of Agriculture, Washington, D. C., as "probably the biggest and most significant one-day demonstration ever given on farm lands in this or any other country."

Mr. PALMER

Mr. DAVIS

Mr. GAYLORD

Full-Page Photos

WHO used photographs (including several of full-page size), maps, charts and printed facts to illustrate and emphasize the extent and the cost of soil erosion damage and to point out how WHO was attacking the problem aggressively and with results. There was a section devoted to "Iowa's Centennial Year" and a page telling about Herb Plambeck, WHO's farm service director, who plans and stages the station's annual plowing matches and soil conservation field days. There were photostats of pages from newspapers illustrating 100 daily and weekly papers had cooperated in the WHO soil conservation project, a copy of the *Knoxville Journal's* soil conservation supplement, and a copy of the November 1946, issue of *Iowa Bureau Farmer*, official publication of the Iowa Farm Bureau, which gave a two-page spread to WHO's soil conservation field day.

The WHO entry concluded with a summary of results, with the final "punch" line reading, "A mighty blow was struck against soil erosion—destroyer of land and creator of poverty which each year claims three billion tons of U. S. topsoil . . . equivalent to a train of box cars extending around the earth 18 times—thereby assuring a more permanent American agriculture."

WKY's entry, less elaborate but

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Joint Radio Advisory Group Planned

Stanton, Ryan, Mortimer Lead Move to Raise Industry Service

FORMATION of a high - level broadcasters advisory council composed of executives of radio, agencies and sponsors, and acting "to improve radio's service to the public," was proposed last week in New York at a meeting of some of the leading industry figures.

Recommendation that the broadcasting business form a "nonprofit, nonpolitical, cooperative group," as the council was described in an official statement, was made by a committee composed of Frank Stanton, president of CBS; F. B. Ryan Jr., president of Ruthrauff & Ryan, and Charles G. Mortimer, vice president of General Foods. Mr. Mortimer was said to have been the most active originator of the proposal.

Three Functions

According to an announcement issued at the conclusion of a prolonged luncheon meeting at the Waldorf-Astoria, the Stanton-Ryan-Mortimer committee suggested that the council perform three functions:

1. An information activity, to inform broadcasters about public attitudes and their obligations to serve the public interest through improved service to radio listeners.

2. Development and recommendation of standards of practice for commercial broadcasting.

3. A program of continuing research into public acceptance of broadcasting.

The official release said: "The committee emphasized that its recommendations were prepared in a spirit of enlightened self interest and that the organization would in no way duplicate any existing body."

One member of the committee, unidentified but quoted in the release, was said to have warned that listener tastes were "steadily improving" and that it was the committee's wish "to incorporate the listener's improving tastes into the broad pattern of free radio."

The organizational details of the advisory council were left by the Stanton-Ryan-Mortimer group to a larger committee, which was formed at the luncheon meeting. The chairmanship of the organizational committee, which also must devise a means of supporting the council financially, fell to a broadcaster, Edgar Kobak, president of MBS.

Other members of the committee are Niles Trammell, president of NBC; Clair McCollough, president of WGAL Lancaster, Pa.; I. R. Lounsberry, executive vice president of WGR Buffalo; Thomas D'Arcy Brophy, president of Kenyon & Eckhardt; Sigurd S. Larmon, president of Young & Rubicam; Robert Elder, vice president of Lever Bros.; Donovan B. Stetler, adv. director of Standard Brands.

Two advisory committees, to assist the organizational committee in its work, were formed. One, composed of Frederic R. Gamble, president of the AAAA, chairman; Justin Miller, president of NAB, and Paul B. West, president of ANA, will advise on association and industry relations. The other, composed of Isaac W. Diggs, ANA, chairman; George Link, AAAA; Don E. Petty, NAB; A. L. Ashby, NBC attorney; Julius Brauner, attorney and secretary of CBS, and Joseph A. McDonald, secretary of ABC, will be legal advisor.

Most of the members appointed to committees were present at the Waldorf-Astoria meeting.

Webster Named to Fill FCC Vacancy

Telecommunication Expert Picked By Truman

FCC'S SEVENTH CHAIR has finally been filled, pending Senate confirmation, by President Truman's nomination Friday of Commodore Edward Mount Webster.

Mr. Webster

Commodore Webster, with a long career of service as a telecommunications expert dating back to his graduation from Coast Guard Academy in 1909, served as assistant chief engineer of the FCC from 1938 until war's outbreak.

It is understood that Commodore Webster and Chairman Charles R. Denny, FCC, were in conference with President Truman before latter left for Mexico. Commodore Webster had repeatedly said he would only take post if drafted.

His nomination (for a term which expires June 30, 1949) was expected (BROADCASTING, March 11, 1946) and applauded. Among those prominently mentioned for the post have been Marion Martin, prominent Republican Committeewoman; Fanny Neyman Litvin, FCC attorney; James M. Mead, former Democratic Senator from New York; J. Burke Clements, Democratic office holder in Montana and strongly endorsed by former Sen. Burton K. Wheeler (D-Mont.); Capt F. O. Willenbucker, Republican, former Naval communications expert and now a radio consulting engineer; George P. Adair, chief engineer of the FCC since 1944 and Col. Telford Taylor, a Democrat, former FCC general counsel and later chief prosecutor at the Nuerenberg Trials.

Denny Favorite

It is believed, however, that Chairman Denny of the Commission, who has had frequent conferences with the President on the appointment, favored Commodore Webster—principally because of his technical background. Faced with the greatest logjam of applications in history, the FCC's need for technical assistance at policy levels has been evident for some time. Ewell K. Jett, Independent member of the FCC, is known to have favored the appointment of his former colleague for that reason. Mr. Jett, until now, has been the only engineer-commissioner.

Commodore Webster, politically, is independent. He was born in the District of Columbia (Feb. 28, 1889). He has never voted. If confirmed by the Senate, as expected, he will become second Independent member of FCC—with Mr. Jett. Curiously enough, both Independents will be engineers.

The Commission roster then will include three Democrats (Chairman Denny, Comrs. Paul A. Walker and Clifford J. Durr) and two Republicans (Comrs. Rosel H. Hyde and Ray C. Wakefield) with two of no party affiliation. Mr. Wakefield's term expires June 30, 1947.

During his seven year tenure at the FCC, Commodore Webster was in charge of Safety and Special Services, but his knowledge of broadcast matters is extensive. He was graduated from the Coast Guard Academy in 1909 and his acquaintanceship among telecommunications and marine leaders has been extensive since that time.

Commodore Webster has attended virtually all of the international conferences concerned with communications, especially those devoted to allocations in the fields of telecommunications, aviation and safety services. This valuable technical background is known to have weighed heavily in his favor to fill the FCC chair, which has been vacant since February, 1946, when Paul A. Porter, FCC chairman, left the post to become OPA Administrator. The chair originally was held by former Chairman James L. Fly. The Commission faces heavy responsibilities in international allocations problems when

(*Continued on page 96*)

SHOWS THE MRS.

Reveals Hair Trim Via Video At IRE Meeting

TELEVISION as a means of long-distance detection may prove a boon to housewives, according to FCC Chairman Charles R. Denny.

At opening of his address before the Institute of Radio Engineers in New York Wednesday night, Mr. Denny said he had been admonished by Mrs. Denny when he left Washington that morning to have his hair cut prior to his appearance. Turning the back of his head to the rostrum, he observed that Mrs. Denny could see for herself.

Editor's Note: The speech was televised by NBC and relayed via coaxial cable to WTTG, Washington Du Mont station. The Dennys have a television receiver.

Denny Pledges FCC Aid to Radio

Tells Annual IRE Meeting Commission Will Assist New Services

ASSURANCES that the FCC "will do everything in its power to smooth the path" for the continued growth of established radio services, while working also "as new services are perfected to move them out of the experimental ranks as rapidly as possible and put them on a regular basis" were given by Charles R. Denny Jr., FCC chairman, last Wednesday at the annual banquet of the Institute of Radio Engineers.

The banquet was held at the Hotel Commodore, New York, headquarters for the 1947 convention, March 3-6. Surpassing by far all attendance records of previous conventions, despite $3 registration fee for non-members, a total of 10,175 registrants had been reached by 6 p. m. Wednesday, Convention Chairman James E. Shepherd announced. Records also were set by the convention's side show of electronic products and techniques, with nearly 200 exhibitors demanding so much space that this feature of the convention had to be located outside the hotel at the Grand Central Palace.

Both the exhibits and the technical papers delivered during the four-day session conformed to theme of the 1947 meeting, "Electronics at Peace." Most of the new equipment displayed and the techniques discussed consisted of peacetime applications of war-created techniques. The convention also lived up to its advance billings as "the annual audit of the technical phases of the radio and electronics industry," showing "to what extent the 20,000 scientists and engineers comprising the IRE have fulfilled their responsibility to the industry and to the public." That description was applied to the convention by IRE's new president, W. R. G. Baker, General Electric Co. vice president in charge of the Electronics Department, at a news luncheon on Monday, preceding the opening session.

Praising the radio engineering fraternity for the work which has won it the admiration of the world, Chairman Denny said: "Clearly, we are on the threshold of an immense expansion in the use of radio in our every-day lives. In this expansion, the radio engineer, the radio industry and the commission must work together, closely and cooperatively."

Cairo Plan Revision

One of the first jobs ahead, he continued, is the revision of the Cairo allocation plan which developments since 1938, particularly in aviation, have rendered "grossly inadequate." With the aid of the radio engineers, Mr. Denny said, the Commission has formulated a plan which it will take in May to the World Telecommunications Conference in Atlantic City.

Domestically, the FCC has been "undertaking an overall revision in the Commission's rules and standards which govern the operation in the United States of the various radio services," Mr. Denny said. "It is our objective," he stated, "that one by one the technical requirements and operating requirements for each of the different individual radio services shall be completely overhauled and brought up to date. In making these revisions we are seeking to do a great deal more than simply codify the existing rules. We are carefully reviewing each rule and each standard for the purpose of insuring that we retain only such requirements as are really essential for the proper functioning of the service in question."

But, he said, the "principal job that lies ahead concerns the birth and development of new radio services." Promising to get these out of the experimental ranks and on a regular basis as soon as possible, he said that the "experimental classification should be reserved for laboratory experiments and for field testing of services which have not yet proven out," with provision for "the widest possible latitude for the full play of the imagination and techniques of the radio engineer.

High Frequency Spectrum

In conclusion, Mr. Denny asked the engineers to go to work on two pressing problems, radio heating and the high frequency spectrum. The Commission, he said, has set up four "graveyards" for radio heating devices in the 13, 27, 40 and 2450 mc regions, where they can operate without interfering with radio communications, but already the heating people are asking for more frequencies and wider bands.

Fred R. Lack, Western Electric Co. vice president, acted as toastmaster at the dinner, at which Dr. Frederick B. Llewellyn of Bell Labs., retiring president, and Dr. Baker made brief addresses. Dr. Baker also presented the awards and fellowships to the recipients. Donald G. Fink, editor of *Electronics*, accepted on behalf of all the new IRE fellows.

Banquet Televised

Banquet session was televised by WNBT New York, and also fed to Washington.

The contribution of electronics science to submarine warfare was praised by Vice Admiral Charles A. Lockwood Jr., who commanded all

(*Continued on page 84*)

Petrillo Will Miss Boat, Says Hartley

AFM Chief Turns Down Bid from House Committee

JAMES CAESAR PETRILLO'S reported plans to leave the country in face of Congressional investigation have put the House Labor Committee on its guard, prepared to use its newly acquired subpoena power on a moment's notice.

Committee Chairman Fred A. Hartley (R-N. J.) told BROADCASTING that the group may honor Mr. Petrillo's plea for a delay until the Supreme Court decides the constitutionality [BROADCASTING, Feb. 3] of the Lea Act as long as he can be certain that the AFM president remains available for interrogation.

The invitation to Mr. Petrillo was dispatched Feb. 28 [BROADCASTING, March 3] setting the hearing date for March 12. The AFM boss answered by telegram, "I appreciate but regret my inability to accept your invitation to appear before the committee on Education and Labor on March 12. The case of the United States versus Petrillo, involving a test of constitutionality of the Lea Bill, is now pending before the Supreme Court of the United States. For this reason I feel it would be improper for me to appear before your committee."

Ready With Subpoena

Chairman Hartley declared that if there appears to be much substance to published rumors that Mr. Petrillo is planning to leave the country "we'll slap a subpoena on him." He pointed out that his committee has been "authorized to investigate racketeering in labor unions," and that Petrillo is wanted not only to testify on legislation but to answer charges that he has been operating a "one-man dictatorship" and abusing the rights of individual union members.

The Supreme Court is not expected to decide the Lea Act before the middle of April while the Labor Committee is planning to wind up its legislative hearings by March 15. Chairman Hartley said, however, that an investigation of union racketeering will be conducted collaterally with the work on actual labor legislation, so that the Petrillo interrogation might well be put off until late Spring although it was made amply clear that the committee is determined to bring Mr. Petrillo before it.

He characterized as a "terrific problem" the committee's assignment to write legislation to force a democratization of labor unions. Such practices as denying majority participation in union elections should be eliminated, he added, pointing out that this was one of the major charges standing against Mr. Petrillo. "If we can," he continued, "we will try, through the law, to require union elections by a majority of the membership rather than through a limited number of members who happen to be present at a meeting."

The Chairman also disclosed that Rep. Carroll D. Kearns (R-Pa.) has been chosen to carry the burden of the Petrillo investigation. Congressman Kearns has shown the most interest in testimony relating to the AFM [BROADCASTING, March 3] since he is himself an AFM cardholder, a pioneer in radio and a recognized educator, sympathetic to complaints that AFM has interfered with educational radio.

Major testimony against the AFM came from Dr. Joseph E. Maddy, president of the National Music Camp of Interlochen, Mich. Chairman Hartley told BROADCASTING that it may be necessary to call Dr. Maddy before the committee again should the Petrillo case require additional evidence. The AFM was also placed in the record March 6 when Herman W. Steinkraus, president and chairman of the board of Bridgeport Brass Company of Conn., cited Mr. Petrillo for "featherbedding" in an action which placed Dr. Maddy's Music Camp on the unfair list for putting a children's orchestra on the NBC network in 1942. Mr. Steinkraus appeared before the Labor Committee on behalf of the U. S. Chamber of Commerce.

General Foods Official Wins 1946 Top Advertising Award

Mr. Butler

Mr. Kobak

Mr. Du Mont

RALPH STARR BUTLER, vice president in charge of corporate relations and research, General Foods Corp. was awarded the 1946 Gold Medal Award for his "distinguished services to advertising" in a presentation before 400 advertising, publishing, and business executives at New York's Waldorf-Astoria Hotel Friday.

Other individual winners of the Annual Advertising Awards were Edgar Kobak, president of MBS, for his "contributions to the knowledge and technique of radio advertising" and Dr. Allen B. DuMont, president, Allen B. DuMont Laboratories, Inc., for his "contributions to the advancement of television as a new service to the public and as a new medium of advertising."

In addition, 14 bronze medals, 18 honorable mention certificates, and a special silver medal were awarded for outstanding entries in other classifications. For advertising as a social force, bronze medals went to H. J. Heinz Co. and Maxon Inc. and honorable mentions to The Studebaker Corp., Roche, Williams & Cleary Inc., Minnesota Federation of Labor and Melamed-Hobbs Inc.; for association advertising, bronze medals to American Meat Institute and Leo Burnett Co. Inc. and honorable mentions to The Mutual Savings Bank of Fall River (Mass.), Batten, Barton, Durstine and Osborn Inc., Florida State Advertising Commission, and Allied Advertising Agencies of Florida Inc.

In the radio division, bronze medals for outstanding skill in commercial program production went to Standard Brands Inc. and J. Walter Thompson Co. for the Fred Allen program. For programs which contributed most to the advencement of radio advertising as a social force, bronze medals were awarded to the U. S. Rubber Co. and Campbell-Ewald Co. for the New York Philharmonic-Symphony broadcasts and to Thomas J. Lipton Inc. and Young & Rubicam Inc. for a special program—*Hunger Marches On*.

The Annual Advertising Awards were founded by Edward Bok in 1924 and administered by the Harvard School of Business until 1930. They were revived in 1935 by *Advertising & Selling Magazine*, the present sponsor.

They Say...

"I CAN only ask that those who may at times be critical (of radio) remember that no German, no Russian, no Japanese has ever heard a singing commercial . . . Our radio is free . . . The mistakes we have made are honest mistakes—and not because what you hear has been ordered by any political party or by any separate interest group."

> **James D. Shouse**, president of Crosley Broadcasting Corp., on WLW Cincinnati's 25th anniversary broadcast.

* * *

"KEEP YOUR listener friendly by keeping your copy brief. . . . NAB principles and recommendations on commercial copy length . . . are well and good but a big educational job must be done by stations and agencies on clients who demand more commercial and can usually find a station that will violate the code to get the business . . . 80 words per minute is all the average mind can consume."

> **Mark Schreiber**, vice president and radio director of Ball Davidson Inc., before Denver Advertising Club Feb. 27.

* * *

"WE WANT the bouquets and the brickbats, because only through knowing what you (the listeners) enjoy can we give you the programs that please, programs that you accept, programs that mean our survival, expansion, and your applause."

> **Frank King**, president of Florida Broadcasting Co., at opening of new WMBR Jacksonville studio building March 1.

Two Sponsor Baseball

BASEBALL games of the Oklahoma City Indians, Texas League, will be sponsored this season on KOCY and KOCY-FM by General Mills (Wheaties) and Duncan Coffee Co. (Admiration). All games will be sponsored on KOCY-FM, with KOCY carrying games when time is available, according to Matthew H. Bonebrake, station manager.

Cantor Replacement

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), with broadcast on June 26 replaces for 14 weeks, *Eddie Cantor Show* on 136 NBC stations, with straight musical show featuring Georgia Gibbs, vocalist, and Dave Rose orchestra, Thurs. 10:30-11 p. m. Jimmy Wallington has been assigned announcer on summer replacement. Charles Herber will handle script and direct, with Cecil Underwood supervising production for Warwick & Legler Inc., New York agency servicing account.

Joseph Ream Now Executive vp; Julius Brauner Secretary of CBS

Mr. REAM

Mr. BRAUNER

JOSEPH H. REAM, former CBS vice president and secretary, was elected executive vice president of the network, and Julius F. Brauner, CBS general attorney was elected secretary of the company, at a meeting of the CBS board of directors in New York last week.

Joining CBS in 1934, Mr. Ream, who is now 43, headed the network's legal department for eight years. He became secretary four years later, was elected a vice president in October 1942, and in June 1945, was elected a member of the board. Before his association with CBS Mr. Ream was with the New York law firm of Cravath, De Gersdorff, Swaine & Wood.

Mr. Brauner joined CBS in 1938 as a member of the legal staff and was made general attorney in 1942.

TBA Proposes Antenna For Apartment Houses

TELEVISION BROADCASTERS Assn.'s subcommittee on apartment house television antennas last Tuesday presented an interim plan which would allow immediate installation of television receivers in multiple-dwellings in the New York area, at a meeting with the Real Estate Board of New York City.

It was decided to develop the plan further and re-present it in about two weeks. Details are not available, but it is believed to envision a multiple antenna system capable of feeding a large number of video receivers. This point was demanded by landlords several weeks ago.

Attending the meeting for TBA were Ernest A. Marx, Allen B. Du Mont Labs.; William W. Cone, RCA Victor; Alexander Fisher, Belmont Electric Co.; Ben Adler, Temco Service Corp.; Will Baltin, TBA.

Manor House Extends

W. F. McLAUGHLIN & CO., Chicago (Manor House Coffee), March 3 extended *Manor House Party*, quarter-hour five times weekly, featuring Skip Farrell and Art Van Damme Quartette, to the following seven NBC stations: WIBA WOOD WIRE WGL WEEK WTMJ WMAQ. Manor House has sponsored the show on WMAQ Chicago since Sept. 1945. Contract for 13 weeks was placed by Sherman & Marquette, Chicago.

Richard Locked Out

WOR New York has locked the door on Richard—for good! The station has announced that it is restricting, on all its musical programs, the use of the ubiquitous novelty tune, "Open the Door, Richard." In addition, WOR is asking all comedians to refrain from using gags, puns and routines on the subject, in hopes of relieving the social hazard for all Richards.

Summer Layoff

SPIKING report that Lady Esther Ltd. was dropping CBS *Screen Guild Players* effective July 7, Jack Runyon, Hollywood radio director of the Biow Co., agency servicing the account, said the date merely marked the start of an eight weeks' summer layoff. Program will resume Sept. 8 with same sponsor despite rise in cost from $10,000 to $12,500 a week.

First Anniversary

A RISE in billings from zero to $1,500,000 in one year for Walter Weir Inc., New York, was revealed in a birthday announcement by Walter Weir, president, marking the first anniversary of the agency. The agency celebrated its first birthday March 7 with a housewarming party at its offices at 250 West 57th St., New York.

ABC Co-Ops Add 178 Sponsors in Jan.-Feb.

ABC cooperative program sales department last week announced 178 new sales during the past two months which it attributed to the sales awards plan under which salesmen become eligible for merchandise prizes based on sales and renewals of such broadcasts.

The *America's Town Meeting of the Air* series, which became available for co-op sponsorship on ABC on Jan. 9, headed the list of new co-op business with 60 sales. Elmer Davis was in second place with 18 new sales and Martin Agronsky in third with 17 new sponsors.

The *Dick Tracy* program added 14 sponsors during the past two months and Harry Wismer gained 12; *Ethel and Albert*, 11; *Headline Edition*, 11; Baukhage, 10. Walter Kiernan reported nine new sales and Cliff Edwards, six.

General Mills Series

GENERAL MILLS, Minneapolis, effective March 24 begins sponsorship of *The Betty Crocker Magazine of the Air* on 57 ABC stations, Mondays through Fridays, 10:25-10:45 a.m., the same period in which the firm sponsors *Hymns of All Churches* on 133 ABC stations. The new program will originate from New York while *Hymns of All Churches* originates from Chicago. Agency is Dancer, Fitzgerald & Sample, Chicago.

Hit Parade Shifts

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on April 26 shifts *Your Hit Parade* with Andy Russell and Mark Warnow's Orchestra from CBS to NBC stations, Saturday, 9-9:30 p. m. (EST). Program has been on CBS for 11 years. Agency is Foote, Cone & Belding, New York.

Four Networks Would Lose $7,625,000 If Cancellation Notices Follow Through

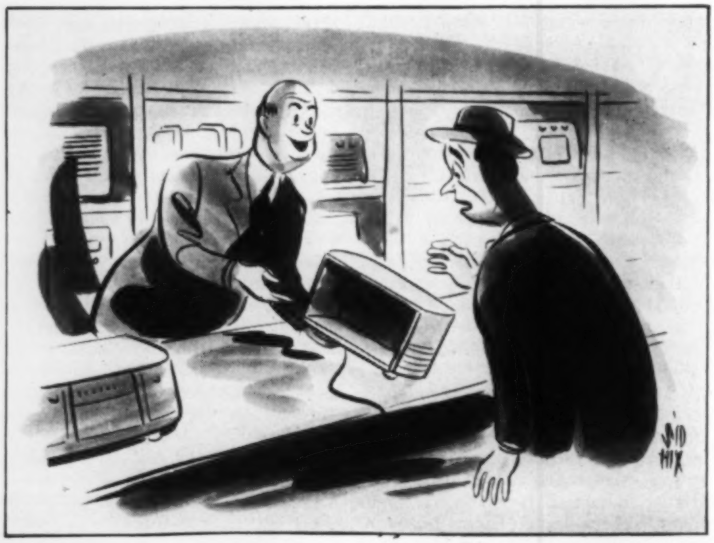
APPROXIMATELY $7,625,000 yearly time billings on the four networks will be lost as a result of cancellation notices during the past three months, it was estimated last week.

Of the networks, CBS has been hit hardest with approximately five shows scheduled to be dropped. They are: *Hollywood Jackpot*, sponsored by Whitehall Pharmacal Co.; *That's Finnigan*, sponsored by Household Finance; *Sparkle Time*, sponsored by Canada Dry; *Hollywood Players*, sponsored by Cresta Blanca Wines; *The Ellery Queen Show*, sponsored by Whitehall Pharmacal Co., which is transferring to NBC replacing *The Bob Burns Show;* and *Your Hit Parade*, American Tobacco Co. (Lucky Strikes), which also moves to NBC.

NBC has had two cancellation notices, *Meet Me at Parky's*, sponsored by P. Lorillard Co. (Old Golds) and Roy Rogers, sponsored by Miles Labs.

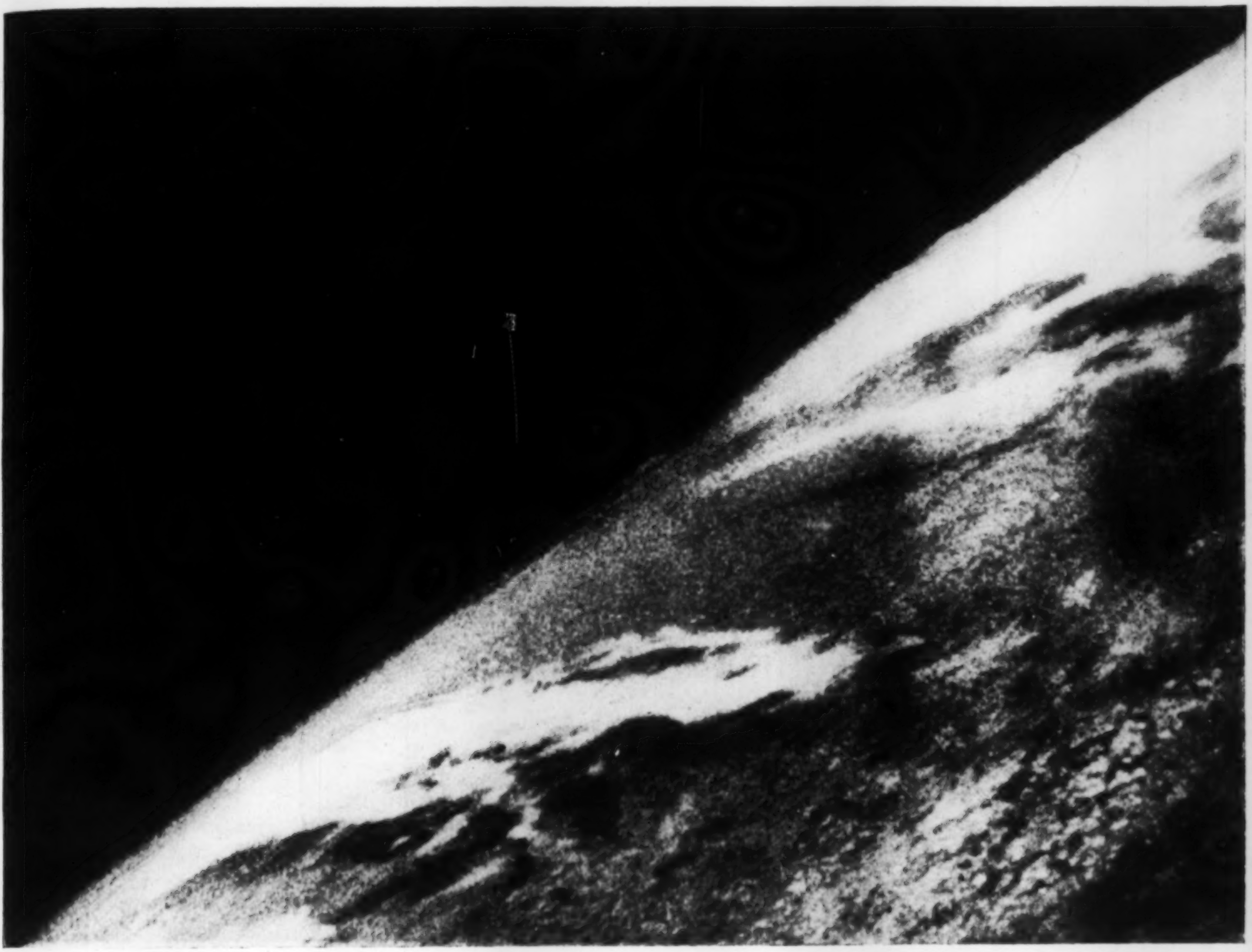
Mutual has been notified that the following shows will be cancelled: *It's Up to Youth*, sponsored by *Seventeen* magazine, *Buck Rogers*, sponsored by General Foods (Post's Corn Toasties) and *McGarry and His Mouse*, sponsored by General Foods (Sanka Coffee).

Only one show—*Pot O' Gold*, sponsored by Tums—has been cancelled on ABC.



Drawn for BROADCASTING by Sid Hix

"Now with this set there are no parts whatsoever, and no repair problems. It's for people who don't like radio!"



65 miles up

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? Nobody.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you there is usually a way of getting around the impossible.

To some radio time buyers there are certain markets that are tough, almost impossible to reach. We wouldn't know about other cities . . . but if it's Baltimore you're trying to picture . . . the way to do it is list the call letters W-I-T-H.

It's Baltimore's successful independent station. The station in this sixth largest city that delivers more listeners-per-dollar-spent than any other station in town!

W·I·T·H
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

FCC Clear Channel Policy Up for Test

U. S. Court Will Hear Oral Argument Thursday

FIRST COURT TEST of FCC's daytime clear channel licensing policy—a policy the clear channel stations claim may well lead to "chaos"—is scheduled for Thursday in the U. S. Court of Appeals for the District of Columbia.

The Court is slated to hear oral argument on WJR Detroit's appeal from the Commission's non-hearing grant last Oct. 22 authorizing Tarboro Broadcasting Co. (now Coastal Plains Broadcasting Co.) to build and operate a 1-kw daytime station at Tarboro, N. C., on 760 kc, WJR's clear channel.

One of Several

The case is one of several on file or scheduled to be filed appealing from specific grants for daytime stations on clear channels on grounds that the dominant stations would suffer severe interference and that the grants constitute a predetermination of the clear channel case because they make it difficult, "if not impossible," for the clears to seek power above 50 kw in event higher power is permitted.

WGN Chicago filed a similar appeal in the same Court last Wednesday aganst a Nov. 21 non-hearing grant to Radio Virginia Inc. for a new 1-kw daytime outlet at Richmond on 720 kc, on which WGN is dominant station. The court was asked to issue a stay order suspending effectiveness of the Richmond grant until the appeal can be heard and decided.

In its appeal from the Tarboro grant, WJR also asked for a stay order but was denied. The fact that a stay order was requested, however, was seen as one reason oral argument on the case was given precedence over at least one other similar appeal filed earlier: that of WCKY Cincinnati, from a grant to Patrick Joseph Stanton for a Philadelphia daytime station on 1530 kc, 1-B clear channel used by WCKY and KFBK Sacramento.

WJR meanwhile filed an appeal Feb. 28 from a grant for daytime use of its channel at Clanton, Ala., and it was reported that WHAS Louisville, WSM Nashville, and WLW Cncinnati may soon follow suit [Closed Circuit, March 3].

Deny Petitions

In the meantime, sticking to its guns, the Commission last Thursday adopted orders denying petitions of WSM for reconsideration of previous grants for daytime use of the WSM 650 kc clear channel by Southern Virginia Broadcasting Corp. at Crewe, Va., and Altoona Broadcasting Co. at Altoona, Pa. The orders were accompanied by memorandum opinions which were to be released later.

This action followed by only a few days a petition by WSM for reconsideration of construction permit modifications issued to the Crewe applicant (WSVS) approving antenna, transmitter and studio locations. WSM also petitioned FCC to set for hearing or withhold action on a modification of construction permit application filed by the Altoona firm (WJSW) to increase power from 250 w to 1 kw, day only.

WGN petitioned to have an application of Penn-Lincoln Broadcasting Co., requesting 250-w daytime use of 720 kc at Carlisle, Pa., either set for hearing or kept pending until the clear channel issues have been decided.

Gist of the clear channel outlets' petitions and appeals is that the daytime grants do not provide protection to which the clears are entitled; that listeners in large areas will lose the clear channel stations' service; that the clears have a right under the Constitution and the Communications Act to be heard before such grants are made, and that the grants prejudge the issues of the clear channel case and prejudice the clear stations' chances of operation with 500 kw or more if use of higher power is authorized in the clear channel proceeding. In the case of appeals, the stations note that they sought but were denied an opportunity to participate in hearings on the daytime applications.

Both WSM and WJR indicated plans to apply for 750-kw operations, or for maximum permissible power, when and if power above 50 kw is authorized. WGN noted that it would request power of 500 kw "or more."

The WJR appeal and the WSM and WGN petitions were filed by Kelly E. Griffith of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis.

Bulova Sale of WOV Stock to Henshel Ready for FCC

NEGOTIATIONS for the sale of Arde Bulova's interests in WOV New York to Harry D. Henshel, his brother-in-law and president of the station, for $400,000 and 60% of net current assets, were completed last week, subject to FCC approval.

The sale involves 60% of the Class B stock of Wodaam Corp., licensee corporation, and would effect the separation of WOV from WNEW New York, controlled by Mr. Bulova, as required by the duopoly rule.

President Henshel already owned 20% of the Class B stock and 50% of the Class A. With FCC approval of the transfer, he would own control of the station, with the remainder of the stock—20% of Class B and 50% of Class A—held by Richard O'Dea, who owns 10% of WNEW.

The transfer application, to be filed within a few days by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson, will be the second seeking to comply with the Commission's duopoly prohibitions. The first, in which Messrs. Henshel and Bulova sought to sell their interests to Murray and Meyer Mester for $300,000, was denied by FCC on grounds that the Mesters were not qualified. The Mesters, who lost an appeal of the decision in a three-judge statutory court in New York [Broadcasting, Feb. 10], are reported contemplating an appeal to the U. S. Supreme Court.

A $500,000 suit brought by Mr. O'Dea, minority stockholder, is also pending against Wodaam Corp., Greater New York Broadcasting Corp. (WNEW), Milton Biow, and Mr. Bulova. Mr. O'Dea alleges fraud in a 1941 exchange of calls and assets of WOV and WNEW. Defendants deny the claims.

Under a prior agreement, Mr. Bulova has offered Mr. O'Dea, on the same terms as the transaction with Mr. Henshel, a part of the stock in proportion to his present holdings. Mr. O'Dea has 60 days from Feb. 26 to exercise this option.

Future Plans

Mr. Henshel's plans for the station, which now devotes much of its broadcast time to Italian-language programs, call for no "immediate" changes but "considerable research work" starting at once and including a survey of WOV's "present and potential audience" to determine how it may render the best possible service.

Ultimate identification of the WOV call letters with the "World of Veterans" theme is planned.

With approval of the transfer, Mr. Henshel plans to withdraw as vice president and secretary of Bulova Watch Co. and as officer of any Bulova subsidiary, and all WOV executives associated with WNEW will resign their WOV posts. These include Mr. Bulova, director; Harold A. LaFount and Sanford H. Cohen, vice presidents and directors, and Morris Zimmerman, secretary.

WOV operates on 1280 kc with 5 kw power. Mr. Henshel became president and general manager in December 1941. He resigned to take an Army commission in June 1942 and served both in the U. S. and overseas. He was Air Movements Officer under Gen. Omar N. Bradley, now head of the Veterans Administration, and later served on the U. S. Administrative Staff, Headquarters 21st Army Group (British) under Field Marshall Montgomery, aiding in the preparation of plans for the invasion of Europe. He was awarded the Bronze Star and five battle stars.

Mr. Henshel was re-elected president of WOV in March 1946. He has minority stock interests in American Standard Watch Co., Providence; Westfield Watch Co., New York; Mowbray Realty Co., New York, and is a trustee of Joseph Bulova School of Watchmaking at Woodside, L. I., which trains disabled veterans in watchmaking.

President's Rating

PRESIDENT Harry S. Truman earned a 34.0 Hooperating in his March 3 address, broadcast from Mexico City on all four networks at 10:30 p.m. The special Hooper Survey taken for CBS gave the President a 91.3 share of audience. CBS estimated his audience numbered 24,899,000.

Bob Hope Is First In Hooper Ratings

Fibber McGee Show Ranks Second And Jack Benny Third

BOB HOPE was in first place in the Feb. 28 Program Hooperatings released last week, *Fibber McGee & Molly* were second, and Jack Benny third.

The average evening sets-in-use of 32.8 reported was down 1.5 from the last report and up 0.5 from last year. The average evening rating was 10.8, down 0.5 from last report and up 0.3 from a year ago.

Average available homes were 80.6, down 0.8 from last report and no change from a year ago. The current total sponsored hour index was 73 as compared with 71½ last report, 77¼ a year ago.

The first 15 programs reported were: Bob Hope 31, *Fibber McGee & Molly* 29.8, Jack Benny 29, *Amos 'n' Andy* 26.8, Fred Allen 25.8, Red Skelton 24.6, *Charlie McCarthy Show* 24.6, *Radio Theatre* 23, *Duffy's Tavern* 20.8, *Screen Guild Players* 20.5, *Bandwagon* 20.4, *Mr. District Attorney* 20, Walter Winchell 19.3, *George Burns and Gracie Allen* 19, *Take It Or Leave It* 17.8.

When a Girl Marries led the list of top 10 daytime programs in the report, with *Our Gal, Sunday* in second place and *Ma Perkins* (CBS) in third.

The top 10 week-day programs reported were: *When a Girl Marries* 9.3, *Our Gal, Sunday* 8.3, *Ma Perkins* (CBS) 8.3, *Romance of Helen Trent* 8.1, *Right to Happiness* 8.0, *Backstage Wife* 7.8, *Kate Smith Speaks* 7.6, *Just Plain Bill* 7.6, *Breakfast in Hollywood* (Kellogg) 7.6, *Stella Dallas* 7.1, *Young Widder Brown* 7.1.

MINDING THEIR BUSINESS!

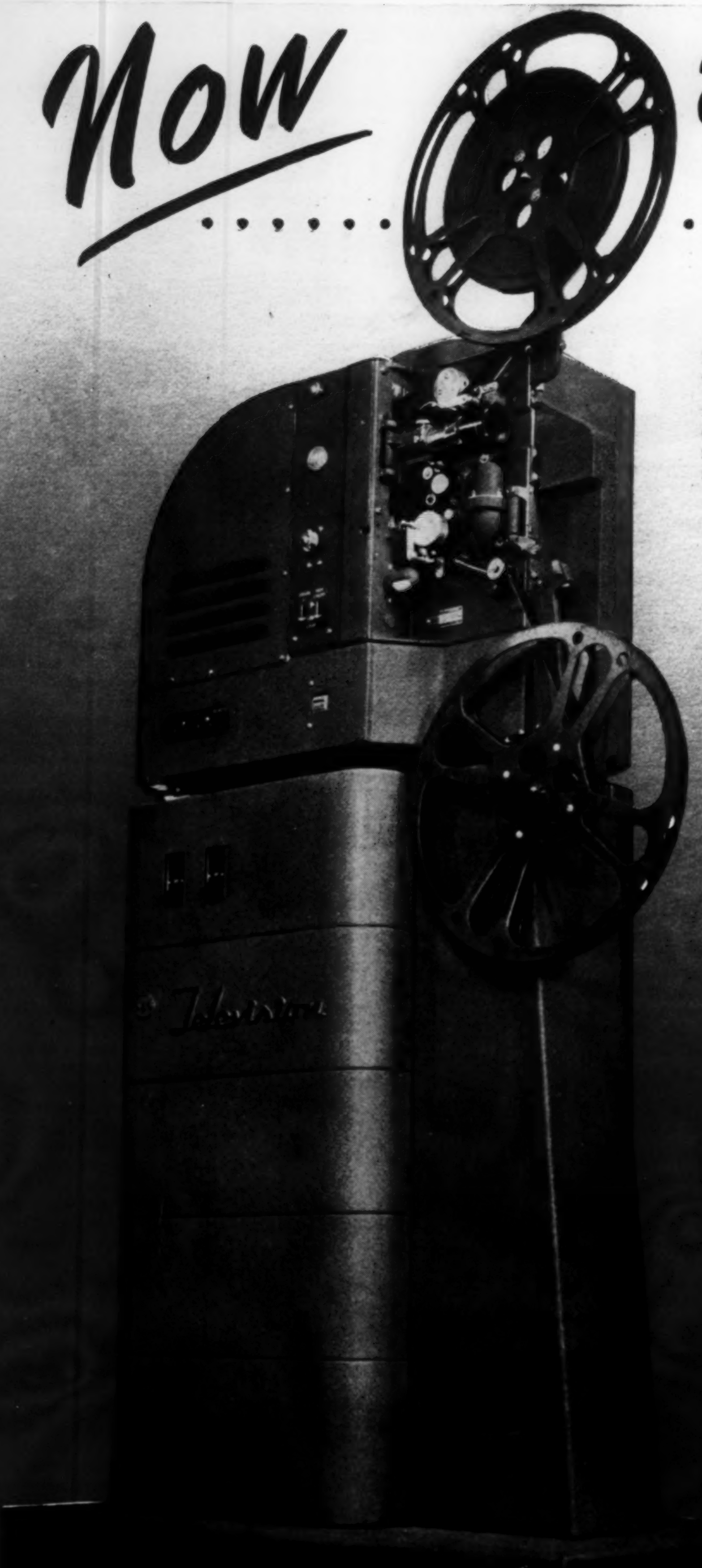
More advertisers, local and national, buy more time on KLZ than on any other Denver station.

KLZ
DENVER

CBS BMB 560 KC.

Affiliated in Management
With WKY, Oklahoma City
Represented Nationally
by The Katz Agency, Inc.

Now a really simple,



THE NEW RCA TELEVISION PROJECTOR (TYPE TP-16A) FOR TELECASTING 16mm SOUND FILMS

Attractive, umber-gray, crackle finish matches that of other RCA television equipments. Pedestal houses field supply and control circuits for motor (See main copy).

As Used with RCA's TK-20A Film Camera. Pictures are projected directly on the mosaic of the pick-up tube in the film camera to obtain video signal. With a mirror switching system, one camera can be used to serve a pair of projectors.

A PULL
TELE

B LIGHT
60 PE

C SCANN
60 PE

low-cost television projector

. . . . available for immediate delivery

Simplicity of operation, proved dependability, and low cost are the highlights of this new television tool.

With it you can take full advantage of the excellent program material now available on 16mm sound films. Newsreels, shorts, documentaries, and sound films on countless other subjects can be worked into your daily schedules to add program variety and to keep down costs.

The TP-16A Television Projector is a completely self-contained, streamlined unit designed especially to meet the exacting requirements of television stations. Features include:

- High-intensity optical system providing brilliant reproduction of pictures.
- A stabilized sound unit that assures unequalled sound quality.
- Simple, foolproof, film-feed system permitting quick, easy film threading.
- Dependability assured by using precision-made parts of design similar to those used in RCA's outstandingly successful sound film projector—the famous PG-201.

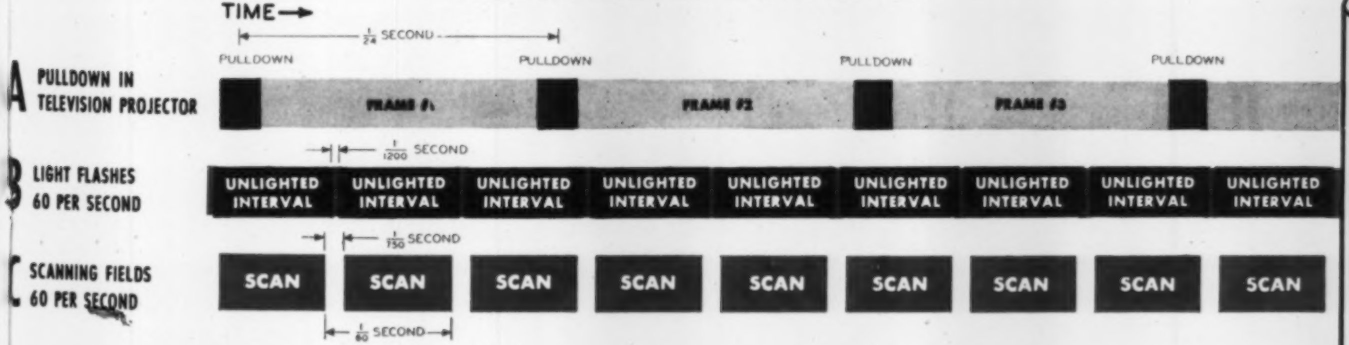
As shown by the diagram below, an ingeniously simple system is used to permit the required 60 field-per-second television scanning of standard 24 frame-per-second sound film. The 60 light flashes which must pass through the film every second are easily obtained with only three major parts: a 1000-watt projector lamp, a slotted rotary shutter to interrupt the light beam, and a large-size motor that acts as a shutter drive. There is no need for expensive pulse-forming circuits. The incandescent lamp furnishes plenty of brilliance for 16mm film. Perfect synchronization with the television system is assured by using the common power source to drive the shutter motor. No external synchronizing connections are required.

For better, easier film programming it will pay you to investigate this simplified projector. We'll be glad to send you complete price and descriptive data. Write: Dept. 18-C2, Radio Corporation of America, Camden, New Jersey.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

PRINCIPLES OF OPERATION


TIME →
1/24 SECOND
PULLDOWN
PULLDOWN
PULLDOWN
PULLDOWN
A PULLDOWN IN TELEVISION PROJECTOR
FRAME #1
FRAME #2
FRAME #3
1/1200 SECOND
B LIGHT FLASHES 60 PER SECOND
UNLIGHTED INTERVAL
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C SCANNING FIELDS 60 PER SECOND
SCAN
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SCAN
1/60 SECOND

Line A illustrates how, by using a special intermittent mechanism, the "pulldown" time in the TP-16A is reduced to ⅛ the "frame cycle." *Line B* indicates the duration and repetition rate of the short intervals during which light passes through the film. *Line C* shows the scanning intervals. Note that scanning takes place during the unlighted interval following each flash. This is made possible by the "storage" property of the film-camera pickup tube. The first frame is scanned twice, the second frame three times, the third frame twice, etc., for an average rate of 2½ scannings per frame. This rate multiplied by 24 frames per second provides the required 60 scanned fields per second.

BROADCASTING TRENDS

How Should BMB Space Surveys?

59% of Subscribers Agree Checks Should Be at Least Yearly

BROADCASTING TRENDS releases in this issue its third report on broadcasters' reactions to BMB.

The findings reported here are an investigation conducted by Audience Surveys Inc. in January among managers of a representative sample of U. S. commercial radio stations.* The survey reflects station managers' opinions in January—when broadcasters had seen and studied their own station BMB reports, but before BMB area reports were delivered and before agencies had made any extensive use of BMB data.

In two previous issues (Feb. 10 and Feb. 24) TRENDS revealed the industry's consensus on these and related questions: "Is BMB giving radio what it paid for?" "Are BMB reports consistent with previous coverage data?"

Answers Two Questions

The present report releases detailed answers to two questions which define even more sharply than previous releases BMB subscribers' attitudes toward their cooperative measurement organization:

"How often do you think BMB surveys should be made?" and

"Are your BMB subscription costs high, low, or fair?"

QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS

"How often do you think BMB surveys should be made?"

	% of BMB subscribers
Once a year	47%
Twice a year	12
Once every two years	27
Once every three years	2
No more	3
Don't know or No answer	9
TOTAL	100%

Three out of five (59%) BMB subscribers believe that BMB surveys should be conducted at least once a year. Of these, 12% voted for semi-annual BMB surveys. Annual BMB surveys are preferred by the largest number of station managers—by almost twice as many as favor one survey every two years, and by four times as many as want the survey made twice a year.

Most significant in this vote is the fact that 88% of all subscribers, by stating their preferences for survey intervals, imply that BMB surveys should be continued—only 3% of subscribers feel that no further studies should be made. Nine percent either failed to answer or had not yet formed their opinions in January.

Analysis of station manager opinions about this question by geographical areas indicates that a majority of stations in all regions (except the East Central states) believe that BMB surveys should be conducted at least once a year. Preference in the East Central area is equally divided between choices for studies at least once a year and once every two years. Annual surveys are particularly favored by stations in the West Central and South Atlantic areas; twice a year studies by Middle Atlantic and New England and Western stations; and once-every-two-years by East Central and Western stations. (See Table I for complete details by region.)

Cities Under 100,000

Managers of stations located in cities of 100,000 population and under show the greatest enthusiasm for annual or semi-annual surveys. Small-city stations are most anxious for frequent BMB surveys: 80% of stations in towns of under 10,000 population want surveys at least once a year, equally divided (40%) between choices for annual and semi-annual studies. Broadcasters located in cities of 500,000 and over reveal greater preferences (40%) for one survey every two years than other groups, while an equal number (40%) of these same stations favor studies at least once a year. A large minority of these stations (20%) favor one survey every three years. (See Table I for complete details by city size.)

A majority of all affiliate groups, except CBS, prefer at least one survey each year. CBS affiliates are most inclined to biennial studies. NBC stations (70%) and non-network stations (72%) are the strongest advocates of at least once-a-year BMB surveys. (See Table I for complete details by network affiliation.)

Analysis of the replies to the "how often" question by station volume reinforces the conclusions reached above about city-size. Low rate stations (base rate less than $100) favor a BMB study at least once a year (62%). Stations in the $100-199 base rate class are equally inclined toward annual surveys (63%) but at the same time are somewhat more impressed with biennial studies than low rate stations. Large volume stations (base hour rate $200 and more) show relatively less preference for at least once a year studies (44%)

(*Continued on page 42*)

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* The sample was controlled for proper balance by city-size, network affiliation, geographical area, and base hour rate.

TABLE I

"How often do you think BMB surveys should be made?"

	Once a Year	Twice a Year	Once Every Two Years	Once Every Three Years	No More	Don't Know or Unanswered
Total BMB Subscribers	47%	12%	27%	2%	3%	9%
REGION						
Pacific & Mountain	40	17	30	--	--	13
West Central	58	8	16	5	3	10
East Central	37	11	48	--	--	4
Middle Atlantic & New England	40	20	20	8	8	4
South Atlantic	55	6	24	--	6	9
CITY SIZE						
500,000 and over	20	20	40	20	--	--
100,000-500,000	40	8	30	5	3	14
25,000-100,000	50	8	33	--	2	7
10,000-25,000	59	8	16	--	6	11
Under 10,000	40	40	13	--	7	--
NETWORK AFFILIATION						
ABC	50	15	17	2	7	9
CBS	33	4	44	4	--	15
MBS	47	14	29	--	4	6
NBC	63	7	19	7	--	4
No affiliation	50	22	21	--	--	7
CLASS "A" HOURLY RATE						
Less than $100	49	13	23	--	7	8
$100-199	52	11	30	--	--	7
$200 and over	35	9	31	13	--	12

TABLE II

"Are your BMB costs high, fair, or low?"

	High	Fair	Low	Don't Know	Unanswered
Total BMB Subscribers	42%	39%	1%	15%	3%
REGION					
Pacific & Mountain	27	50	--	20	3
West Central	45	29	--	18	8
East Central	48	44	--	8	--
Middle Atlantic & New England	48	32	4	16	--
South Atlantic	43	42	--	12	3
CITY SIZE					
500,000 and over	50	40	--	10	--
100,000-500,000	46	41	--	5	8
25,000-100,000	48	35	--	13	4
10,000-25,000	24	49	3	24	--
Under 10,000	46	27	--	27	--
NETWORK AFFILIATION					
ABC	50	33	--	15	2
CBS	41	37	--	11	11
MBS	29	55	2	12	2
NBC	45	44	--	11	--
No affiliation	43	28	--	29	--
CLASS "A" HOURLY RATE					
Less than $100	42	35	1	21	1
$100-199	43	46	--	7	4
$200 and over	41	41	--	12	6

cover
Texas' Twin Cities

2 SHOTS FOR 1 PRICE

with WRR-KFJZ

There is a billion-dollar buying income in the Dallas-Fort Worth area . . . and WRR and KFJZ are giving advertisers double coverage of these two markets with simultaneous-or-separate-hour schedules . . . both stations for one price!
Get double results for your client with WRR and KFJZ . . . two stations —one price.

TEXAS' BEST RADIO BUY

WRR
DALLAS

KFJZ
FT. WORTH

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED AND COMPANY
NEW YORK • BOSTON • DETROIT • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD

OPEN YOUR EYES TO THE OUTSIDE* AUDIENCE

on the Pacific Coast, too!

***The outside Pacific Coast market is that vast area outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located. Approximately half of all Pacific Coast retail sales are made in this outside market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.**

It's a real "eye-opener" to discover that *only* with the DON LEE Network can you reach the huge OUTSIDE audience—consisting of approximately HALF of the Coast's 12,117,584 people who spend $9,038,433,000 a year in retail sales!

ONLY DON LEE *offers 41 stations to accomplish this dual job of* INSIDE *and* OUTSIDE *coverage—more stations than all other networks combined.*

ONLY DON LEE *with overall coverage of* BOTH *markets, delivers* MORE LISTENERS *than any other Pacific Coast network.*

If your product can be sold *all over* the Pacific Coast, remember only DON LEE has the network facilities to reach *all the people* in BOTH Pacific Coast Markets.

More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee Station.

The Nation's Greatest Regional Network

TUNNEL of LOVE

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Fan Mail Aid Is Introduced by AWB

Three-Day N. Y. Session Discusses Several Radio Angles

U. S. BROADCASTERS who measure the success of their programs by the amount of listener mail they evoke have nervously noticed in recent months a steady decline in fan letter volume.

Last week a plan to fill the sagging mail bags with cheering praise was announced to the convention of the Assn. of Women Broadcasters held March 7-9 in New York. At a Waldorf-Astoria dinner given the Association by the greeting card industry, a new line of radio fan greeting cards was displayed, which will be sold for 5 cents and up at shops throughout the country.

Sample verse on a card which bore a picture of a puppy:

"I love your program
"Love that station
"Here's my 'paws' for
identification."

The plan to distribute greeting cards for radio fans was suggested to the greeting card industry by Dorothy Lewis, Coordinator of Listener Activity of the NAB. Mrs. Lewis said it was her belief that the use of greeting cards would "encourage listeners to be more vocal."

Mrs. Lewis explained that the availability of the new fan greeting cards would be mentioned on the air by members of the Association but that the major burden of promoting the distribution of the cards would be assumed by the greeting card industry.

Stimulates Correspondence

Alma Kitchell, president of the Assn. of Women Broadcasters, recalled that many listeners had told her they had planned to write her but had never done so. Radio fan greeting cards, she thought, would stimulate such correspondents.

The "world premiere" presentation of the fan greeting cards included a display of giant reproductions of samples and the distribution of portfolios of cards to the guests. Stephen Q. Shannon, managing director of the greeting card industry, presided at the presentation.

Other speakers at the Friday night banquet at the Waldorf were A. D. Willard Jr., executive vice president of NAB, John Gillen, Second Assistant Postmaster General, and Lillian Fishman, member of the executive committee of the greeting card industry.

The feature of the first (Friday) session was a panel of discussions at Roosevelt Hotel by Lee Hart, assistant director of Broadcast Advertising for NAB, speaking on the subject, "How Would You Handle a Department Store Account?" Wynn Hubler Speece, women's director, WNAX Yankton, S. D., "How Do You Reach Your Rural Audience?"; Marie Houlahan, publicity and public relations director, WEEI Boston, "What Are Your Showmanship Techniques?"; Dorothy Kemble, MBS continuity director, "What Do You Know About Station Operation as It Affects Your Program?" Frances Wilder, CBS consultant on daytime programs, "How Well Do You Know the Daytime Listener?"; and Eleanor Hanson of WHK Cleveland, "What Is Your Second Mile?"

Department Store Accounts

Miss Hart stressed the scheduling of departments of most interest to the audience, and then within the department, the featuring of individual items which will attract immediate traffic. "Helpful, informative copy is important," said Miss Hart, "and should contain specific suggestions for the customer." Finally, there should be follow-through with interior display, and a check at the point of sale to measure the business attracted by the advertising.

Mrs. Speece, advising how to reach a rural audience, said although she believed information important and helpful, she contended that it was worth twice as much if it were handled as conversation, than as a roster of important facts to be followed. "That's where we have it all over the newspapers," declared Mrs. Speece. "The power of our own interest and enthusiasm is so far superior to seeing the printed word on the printed page."

Miss Houlahan said that showmanship belongs with the program department, even more than with publicity or promotion. "The keynote of our industry and the job we all have to do," said Miss Houlahan, "is the development of good will." The first step, according to the speaker, is "to tell the truth effectively." Comparing radio to the United Nations, she said that broadcasters, too, were striving to shape a better world with more understanding.

"To do it," Miss Houlahan said, "we must have dignity, because dignity is the drapery of any high ideal. We must have the proper training and respect for accuracy, which produces honesty, because these are the products of our composite intelligence and of course, the showmanship of our medium itself demands that we must have imagination and enthusiasm."

Rules for Women

Miss Kemble offered several rules for women broadcasters to follow when preparing their programs: (1) investigate sponsored products to make sure they do what the commercial says they will; (2) beware of over-commercializing programs; (3) investigate publicity releases to be used on the air to avoid propaganda; (4) investigate groups or activities to which broadcasters have been asked to lend their names; (5) try to make programs integral parts of the civic and social life of the community.

Mrs. Wilder urged women broadcasters to reassure their housewife listeners that "cooking, doing dishes, washing and ironing, mending and making the living room attractive are all important contributions to the American way of life."

"The successful woman broadcaster," said Mrs. Wilder, "will be the one who is aware of basic psychological principles that mo-

(*Continued on page 64*)

Ontario Major, Small Markets Meet

Regulating Body Similar To FCC Is Suggested For Canada

SMALL MARKET station financial and technical matters were highlighted at the one-day meeting of the southern Ontario small market stations, held at Toronto March 3. Under the chairmanship of Harry Dawson, manager of the Canadian Assn. of Broadcasters, it was recommended that the CAB establish standards for a certificate of proficiency for transmitter engineers, and that independent stations submit financial statements requested by the Dept. of Transport with the provision that these be treated confidentially and not be made available to competitors.

Ontario major market stations met March 4, and Toronto station representatives on March 5.

The small market group also discussed the possibility of a Parliamentary Committee on Radio Broadcasting being established this year and what the CAB brief to the committee ought to contain. It was felt this should be primarily a public relations undertaking and should be widely circulated at the same time that it is presented to the Parliamentary Committee.

Commission Suggested

It was suggested that CAB urge that a commission similar to the FCC be established in Canada at which both independently owned stations and Canadian Broadcasting Corp. could appear in public on an equal footing, and that the brief outline functions of such a commission.

Major market stations felt that CAB should present a brief on freedom of speech on radio to the Parliamentary Committee being established on the Bill of Rights, and that presentation to the forthcoming Parliamentary Committee on Radio Broadcasting should stress equality of rights with CBC for independent broadcasters before a proposed communications commission.

Major Markets on FM

On FM the Ontario major market stations felt that any recommendations to the CBC board of governors should stress equality of operation on power ceilings and frequency use with rights enjoyed by American stations near the international border.

Recommendations to the CAB were also made on promise of performance questionnaire required by CBC, with postponement being asked of time till April 1. Station operator licenses were discussed but no resolution submitted.

Small market operators felt that promise of performance questionnaire ought to show approximately what had been done by way of sustaining programs in the past year. Proof of performance questionnaire to be submitted later in the year is expected to call for actual two week periods of sustaining programs. On FM power ceilings it was felt that these should be based on some limit to be arranged, if possible, by treaty with the United States to protect border stations. At the annual meeting it was suggested the secret ballot be used, there should be more entertainment and more useful talks, and that a broadcast should be aired.

Jim Allard, CAB public service director, pointed out that small market stations could do a major public relations job through local contacts, adequate tours of stations by listener-visitors, community activities of staff, building personality of staff, proper training of writers and announcers. Free time broadcasts should be announced as such and organizations given such free time should be sent itemized bill of services and cost, and bill marked "complimentary" to show what it costs to put on free broadcasts.

Doug Scott, CAB director of broadcast advertising, spoke on national and regional sales plans of CAB and how CAB can help stations.

Attending the small markets group were Bill Stovin, CJBQ Belleville; Jack Beardall, CFCO Chatham; Jack Radford, CFJM Brockville; Frank Squires, CJCS Stratford; Howard Bedford, CKVC Niagara Falls; Gordon Archibald, CHOV Pembroke; Ralph Snelgrove, CFOS Owen Sound; Ross

(*Continued on page 46*)

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WJR	Detroit	CBS
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T.H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWCO	Waterbury, Conn.	MBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS
QUALITY NETWORKS

ON THE OCCASION OF OUR 15th ANNIVERSARY

WE pay our respects to the ownership and management of the distinguished radio stations (some of them with us from the beginning, some quite new) which have contributed so substantially to the growth of Spot Radio advertising for the combined benefit of the advertiser, the advertising agency and the radio broadcasting industry. Most of these stations have seen Spot Radio grow from the *enfant terrible* of 1932 to the "grown-up" of 1947 standing shoulder to shoulder with other advertising media, and bowing to none.

A LOT CAN HAPPEN IN 15 YEARS

EDWARD PETRY AND CO. INC.

1932 — EDWARD PETRY & COMPANY, Inc. — 1947

IN 1932

JUST look back. In 1932, Spot Radio was actually in a state of chaotic turmoil. Sure, radio was getting results for advertisers — but in spite of itself. "Brokers" queried three or four stations in a market and then pushed the sale of the one from which they got the most revenue, regardless of the advertiser's needs. Local talent was "thrown in free," just to help the sale along.

• • • Agency time buyers, knowingly but helplessly, bought time for one client at one rate and the equivalent time for another client at a different rate — on the same station. This national advertiser paid the local rate while his competitor paid the national rate — on the same station. • • • Commercial copy limits and length of announcements depended on just how much the advertiser or agency could squeeze, wheedle or browbeat out of the station manager. • • • Real research was non-existent. Radio was paying out, but there were no standards by which the advertiser could measure why or how. Yes • • •

IT WAS THAT BAD,
IT WAS A MESS!

EDWARD PETRY AND CO. INC.

1932 — EDWARD PETRY & COMPANY, Inc. — 1947

then on *March 15th*

Then, on March 15th, 1932, Edward Petry announced the formation of the first national exclusive radio station representative company. A number of the leading radio stations of the country, alarmed at the situation of the industry, made up the first Petry "list." Others soon joined – and stayed. (Most of the stations on the Petry list have never had any other exclusive representative.) All of these stations felt that perhaps exclusive representation could solve the problem of the industry.

...AND IT DID

EDWARD PETRY AND CO. INC.

1932 — EDWARD PETRY & COMPANY, Inc. — 1947

IN 1947

TODAY Spot Radio is an organized and integrated industry responsible for a highly successful advertising medium fully respected and constantly used by the nation's advertisers, large and small. This stature has been attained through the early and continued efforts of those who saw ahead and realized that success could be achieved only by giving fair consideration to the needs of the listening public, the advertiser and his agency and the radio stations of the country. The principles on which the Petry Company was founded and operates and the policies and practices conceived and executed by the Petry group of stations contributed in no small measure to Spot Radio's present-day place in the sun. This progress continues and will continue.

**THE FIRST AND LARGEST EXCLUSIVE
NATIONAL RADIO REPRESENTATIVE
IS NOT TREADING WATER BECAUSE**

EDWARD PETRY AND CO. INC.

1932 — EDWARD PETRY & COMPANY, Inc. — 1947

It isn't enough to be FIRST just once!

HERE ARE SOME PETRY "FIRSTS"–

- **1st** *exclusive* radio station representative.
- **1st** to standardize and maintain station rates.
- **1st** to eliminate brokers.
- **1st** to publish and distribute standard market data.
- **1st** representative to join NAB.
- **1st** to advertise in *national* magazines to promote spot broadcasting.
- **1st** to conduct and publish research to promote spot broadcasting.

To *stay* first you must *be* first throughout the years.

EDWARD PETRY AND CO. INC.

EDWARD PETRY & CO., INC.

OLDEST AND LARGEST EXCLUSIVE NATIONAL RADIO STATION REPRESENTATIVE

NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · ATLANTA · BOSTON ·

DR. V. K. ZWORYKIN TO GET POTTS MEDAL

DR. VLADIMIR K. ZWORYKIN, director of electronic research for RCA, will receive the Potts Medal from the Franklin Institute, Philadelphia, at the institute's annual medal day exercises April 16.

Dr. Zworykin

The award has been given annually since 1906 for distinguished work in science or the arts, important developments of previous basic discoveries, inventions or products of superior excellence or utilizing important principles.

The medal goes to Dr. Zworykin this year for his invention of the iconoscope and kinescope, which are essential to modern commercial television.

J. B. Powell

J. B. POWELL, 60, former comptroller of Press Wireless at Shanghai and victim of torture while a prisoner of the Japs, died Feb. 28 of a heart attack following a speech at a luncheon meeting at U. of Missouri Alumni Assn. in Washington.

WINNER of 1946 annual H. B. Davis Award presented to announcers of NBC and affiliated stations was Bill Stulla (extreme l), KFI Los Angeles [BROADCASTING, March 3], who received $300 and a gold medal. Engraved rings were presented to group winners in several classifications, as follows (l to r): Herb Sheldon (second from l), WNBC New York, NBC owned and operated station group; David Bennett, WKBO Harrisburg, Pa., local affiliates; Bob Kay, WAVE Louisville, regional affiliates; Arch Macdonald, WBZ Boston, clear channel affiliates.

RADIO GROUP OF KY. MEETS MARCH 28-29

SPRING meeting of Kentucky Broadcasters Assn. will be held March 28-29 at the Seelbach Hotel, Louisville, according to J. E. Willis, Nunn Stations, KBA president. Agenda has not been completed but tentative plans call for discussion of FM problems along with questions of general interest to AM operators and CP holders.

Meeting will open at 10 a.m. March 28, with luncheon following, and an afternoon session that will wind up with cocktails. Dinner meeting will include an FM speaker. Short business session and closed meeting for members are scheduled on the morning of March 29.

Vacancy created on the KBA board by departure of Peter Cline, WLEX Lexington, for Shreveport, has been filled with appointment by the board of M. L. Peace, WFKY Frankfort.

WAB to Meet

WESTERN ASSOCIATION OF BROADCASTERS, Canada, plans its next annual meeting at Minaki, Ont., Sept. 3 and 4. This will be the first WAB meeting east of Winnipeg. Canadian stations west of Lake Superior are members of the WAB.

Signs FM Contract

ONE of the largest contracts for FM advertising on the Pacific Coast has been signed by Breuner Stores, Richmond, Oakland, Berkeley and Vallejo, Calif. (furniture and radio retailers), with KRCC Richmond, new FM outlet. Contract is for a series of five half-hour weekly broadcasts for 52 weeks of *Music from Hollywood*, heard Mon. through Fri. 9-9:30 p.m. Program is a transcribed production of popular and light classical music arranged in the modern manner, featuring Frank DeVol and his orchestra. Agency is Emil Reinhardt Adv., Oakland, Calif.

"Don't Spare the Adjectives!"

(that's what we told our copywriter)

"WE want to congratulate the Edward Petry Company on their 15th anniversary," we said. "We want everybody to know this is something pertinent to the entire industry of spot radio."

"Now," we added, "Here's the company that started the whole thing. Back in 1932, they called it **exclusive national representation for radio stations**. And, today, they're the oldest and largest representative. Still exclusive. Still national."

Then the copywriter turns to us and says, "How long has the Petry Company represented KARM?" (That's us.) And we said, "Since March, 1943. And we're proud of it."

Then the copywriter leaned back and said, "You haven't left much for me to do, have you?"

"What do you mean?" we asked.

And he smiled. "You've just written the ad!"

And so we had!

KARM
CBS
5,000 WATTS
★ Fresno, California

WE'VE COME A LONG WAY TOGETHER

25 years

of Broadcasting "in the Public Interest" to a Southern Audience

Licensed March 15, 1922 — the First Station in Dixie

20 years

of Affiliation with National Broadcasting Company

15 years

of Association with Edward Petry & Company, Inc.

It is now significant that WSB's first broadcast, the night of March 16, 1922, was a summary of the day's news. Then, as now, The Voice of the South recognized its obligation — and its opportunity — to serve in the public interest.
25 years of operation under the same call letters, and a continuous association with NBC and Edward Petry & Company since the organization of each, are evidence of the stability that has characterized WSB . . . one of America's great stations.

WSB

The Voice of the South

ATLANTA

750 KC • 50,000 WATTS

THE ATLANTA JOURNAL STATION

KRKO, WLBR Officials Offer Advice On Transcribed Shows' Cost Problem

LETTER to BROADCASTING from Charles Barham on prohibitive costs of transcribed shows (Feb. 17 issue) prompted two station officials to offer Mr. Barham advice.

W. R. Taft, manager of KRKO Everett, Wash., writes that "KRKO's potential coverage will run roughly 10% of a Seattle station—our retailer is fortunate to run 15% of the volume—yet most transcription companies charge anywhere from 33⅓% to 100% of the Seattle price for the Everett market.

"Perhaps if enough small market stations were to show their interest in this matter [these] boys might realize that they are passing up a great potential market.

"As a suggestion to Mr. Barham, look into NBC recording division's 'package' deal, investigate World's 'Audi-Flex' service, check on the Texas Rangers and the Sons of the Pioneers. . . . KRKO went for the NBC 15 package proposition and has done right well with it. We also have all the other above mentioned shows (commercially sponsored)."

A way of circumventing the problem of high-priced transcriptions is offered by Julian F. Skinnell, operations manager of WLBR Lebanon, Pa.

"After contacting many transcription producers," he writes, "prices soon convinced me that I would have to look elsewhere for material to supplement our news and record shows. . . .

"So we went to work on the local color angle. We first employed an experienced news editor and when WLBR began operations in Lebanon three months ago, we went on the air with three daily local newscasts (all long since have been sold).

"We are building all types of live shows based on the support of local groups just as fast as time and personnel limitations will permit and the demand continues to exceed the supply. There are some talent costs for clients, but relatively little as compared to the prices of transcribed shows . . . the local color angle works—and the smaller the community, the better it works," Mr. Skinnell says.

"Despite a great deal of small town talent we are not accused of being amateurish. We have high standards for announcers and we insist on good production methods and precision operations . . . Now we have reached the stage where we neither need nor want canned programs and our clients and listeners are just as gratified as we are."

Goodfellow to Manage KSJB Jamestown, N. D.

COINCIDENT with its move into newly completed studios, KSJB Jamestown, N. D., (Jamestown Broadcasting Co. Inc.) has announced the appointment of Joseph W. Goodfellow as its resident manager. A CBS affiliate operating with 5 kw on 600 kc, KSJB is owned by John W. Boler.

Mr. Goodfellow

The new resident manager was with U. S. Rubber Co. for ten years. He saw service in the Pacific area during World War II, and upon returning to civilian life went to New York to take charge of the New York national sales office of Mr. Boler's radio interests.

KSJB's new studios are located at 422 S. W. Second St., Jamestown. Lloyd R. Amoo, station's chief engineer, supervised construction of the studios and the installation of a new RCA transmitter seven miles south of Jamestown. The transmitter installation was completed last July.

Akron Daytime Listeners' Favorite Is Fred Waring

DAYTIME radio listeners of Akron, Ohio, have voted Fred Waring's 11 a.m. NBC program their favorite show in a two-week poll conducted by Bee Offineer, radio editor of the *Akron Beacon-Journal*. The Waring show is heard in Akron over WTAM Cleveland.

Close second was Don McNeill's *Breakfast Club*, ABC program carried by WAKR Akron. Arthur Godfrey, WADC-CBS, ranked third, and the remaining favorites in the order named were: Tom Brenneman, *Request Matinee*, *Road of Life*, *Star Spotlight*, *Hymns of All Churches*, news programs, *Melody Roundup*, *Ma Perkins*, *House Party*, *Bride and Groom*, Kenny Baker and *Queen for a Day*.

Listeners voted overwhelmingly for musical and variety shows, as compared with serials. Favorite serial was *Road of Life*. News broadcasts were popular, with Baukhage taking the top spot. Of the 2,899 votes cast in the *Beacon-Journal's* poll, 627 came from outside Akron, including one from Florida.

WTOP Quiz

HALF-HOUR quiz show, "You're the Top" on WTOP Washington, has returned to air replacing Sat. 2:30 p.m. broadcasts of "Meet the Missus." Ross Martin is m.c. of quiz show.

70%

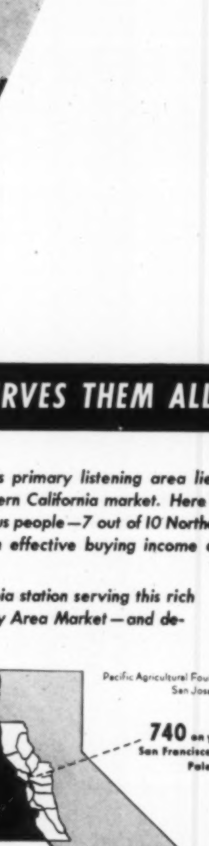
OF NORTHERN CALIFORNIA'S

POPULATION
RETAIL SALES
RETAIL FOOD SALES
RETAIL DRUG SALES
RADIO HOMES

ONE COLUMBIA STATION SERVES THEM ALL!

In Station KQW's primary listening area lies the cream of the Northern California market. Here live 2½ million prosperous people—7 out of 10 Northern Californians—with an effective buying income of 3⅓ billion dollars.

KQW is the only Columbia station serving this rich 14 county San Francisco Bay Area Market—and delivers it at less cost.



Pacific Agricultural Foundation, Ltd.
San Jose, California

740 on your dial
San Francisco Studios
Palace Hotel

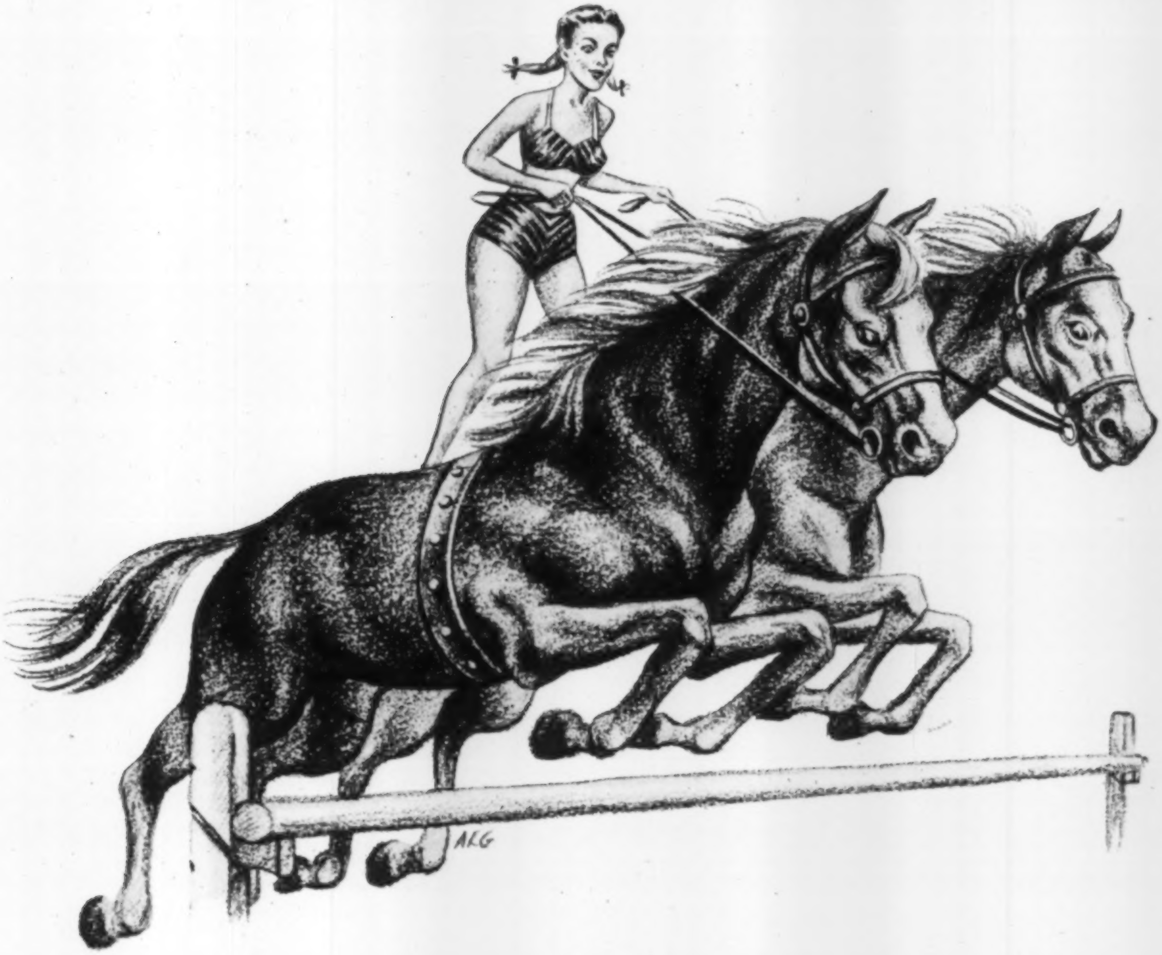
KQW

EXCLUSIVELY
Delivers the Columbia 14 County San Francisco-Oakland Bay Market!

REPRESENTED BY EDWARD PETRY & CO., INC. SINCE 1942

TEAMED...

TO GIVE YOU THE JUMP IN THE TWIN CITIES MARKET



Edward Petry & Co. *service* and KSTP *results*. The country's foremost radio representatives . . . the Northwest's leading radio station. What a pair! The one anticipating each step of the other . . . the two teaming perfectly to give you the jump in this important Minneapolis-St. Paul Market. And the team *continuing* to match stride for stride to keep you out in front. Sure-fire stuff, this combination. Try it and see.

50,000 WATTS—CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
Represented Nationally by Edward Petry & Co., Inc.

KSTP
MINNEAPOLIS . . . ST. PAUL

Congratulations to

EDWARD A. PETRY & CO., Inc.

on their

15th

ANNIVERSARY

and on their many

Firsts in the RADIO INDUSTRY

KTBS

SHREVEPORT

First... in local programming.

First... in network programming (NBC, of course)

and

First*... night and day in the hearts of the listeners.

*December-January Hooper Listening Index rates KTBS highest throughout the week.

World High-Frequency Office May Evolve at May Meeting

AN INTERNATIONAL high-frequency organization will probably be formed during the first World High Frequency Conference [BROADCASTING, Feb. 3] scheduled to follow the World Radio Conference opening May 15 in Atlantic City, it was learned last week.

Preparatory meetings for the HF conference are under way with a 12-man committee drawn from the State Dept., War Dept., FCC and Bureau of Standards working on U. S. proposals. Industry consultation will be invited so that the U. S. delegation is fully informed of all American needs and demands.

Greatest difficulty faced by the HF conference is the lack of spectrum space for all HF services needing recognition. The preparatory committee's problem is to get agreement on an international organization which, it is understood, would act as an "ether regulatory body" to administer technical standards, monitor for deviations from assigned frequencies, provide a central information bureau to permit sharing of programs and establish an international code of broadcasting ethics.

High-Frequency Change

A complete reorientation of the HF schedule is needed because since the beginning of hostilities in 1939 all nations started "pirating" HF frequencies with the result that the spectrum today is in chaos. The Allies are still using frequencies formerly controlled by Germany and Japan, with international broadcasters generally picking up a frequency whenever it is not being used.

Thus the United States today is using about 56 frequencies whereas it is estimated that under an orderly apportionment of frequencies it would probably not be able to use more than 14 at any one time. This situation prevails in any country which has the facilities or interest to engage in HF broadcasting.

The need for an international HF organization has long been recognized and it is expected that most, if not all, of the nations participating in the Atlantic City meeting will bring their own plans.

Heading the preparatory HF broadcasting committee is Forney A. Rankin, associate chief, State Dept., International Broadcasting Division. Other members are: John M. Begg, assistant director, OIC; Robert R. Burton, International Broadcasting Division; John S. Cross, associate chief, State Dept., Telecommunications Division; Dr. J. H. Dellinger, chief, Central Radio Propagation Laboratory, National Bureau of Standards; Kenneth D. Fry, chief, International Broadcasting Division; Capt. Paul D. Miles, FCC Frequency Service; Harvey B. Otterman, associate chief, State Dept., International Telecommunications Division; Curtis B. Plummer, chief, FCC Television Broadcasting Division; Thomas E. Bracken, OIC legal adviser; Col. A. G. Simpson, Signal Corps, War Dept.; and John D. Tomlinson, assistant chief, State Dept., Office of Administration.

FOR "STRENGTHENING the bonds of inter-racial harmony," President Truman presents the Wendell L. Willkie Certificate of Merit to H. Leslie Atlass (right) CBS Central Division v-p, and to Charles Browning of the *Chicago Defender*, [BROADCASTING, March 3]. WBBM Chicago and the *Defender* have collaborated in presenting the weekly program, *Democracy, U. S. A.*, which prompted the award.

NEW ENGLAND MEETING OF IRE SET FOR MAY

SIX TECHNICAL papers on communications, micro-waves, FM and measurements are to be presented at the all-day radio engineering meeting May 17 at the Hotel Continental in Cambridge, Mass. Sponsor of the meeting is the newly-created North Atlantic Region of the Institute of Radio Engineers.

A large space in the Hotel Continental will be devoted to exhibits of radio and electronic products manufactured only in New England.

All members of the IRE except students, in the area concerned with the meeting, will receive a registration form by mail. Persons who do not receive registration forms may write H. H. Dawes, New England Engineering Meeting, 275 Massachusetts Ave., Cambridge 39, Mass.

L. E. Packard, of Technology Instruments Corp., Waltham, Mass., is general chairman. Speakers are: John V. N. Granger, Harvard; Herbert Metten, Sylvania Electric Products; William G. Tuller, M.I.T.; R. A. Soderman, General Electric; Aldo Miccioli, associate, Dale Pollack, New London, Conn.; Julian S. Schwinger, Research Lab of Physics, Harvard.

RADIO STATION KGW EXTENDS CONGRATULATIONS TO EDWARD PETRY & CO. INC. ON THEIR FIFTEENTH ANNIVERSARY

KGW

620 ON YOUR DIAL

AFFILIATED WITH NBC

THIS IS KGW'S FOURTEENTH YEAR OF ASSOCIATION WITH EDWARD PETRY & CO.

25TH YEAR KGW

QUARTER CENTURY OF COMMUNITY SERVICE

Consistent Station Policies Urged

Hardy Tells Oklahoma Conference of New Industry Trend

SUCCESS of stations coming on the air with little wattage and small investment has blasted the old broadcasting theory that high power, fine studios and a large staff constitute a great station, Ralph Hardy, executive assistant, KSL Salt Lake City, told the annual Radio Conference held Feb. 27-March 2 at Norman, Okla., and Oklahoma City [BROADCASTING, March 3].

Mr. Hardy's talk was one of a large number scheduled on the four-day agenda. He noted that half of radio's management is in the hands of older men who entered the field as investors. The bonanza is past, however, and many stations are being sold, Mr. Hardy said. "The tired old men can't stand the gaff," he said, suggesting "this is the finest thing that has ever happened to the radio industry."

He called for managers to establish definite operational policies, clearly defined for all staff members. "So long as continuity writers, analysts, newscasters, program directors and managers each work in the dark so far as unified policy is concerned, the station will mean little as an influence in its community," he concluded.

Attendance of 611

With 611 radio executives, educators and students registered, the conference brought out several trends, according to those who took part. First, it was shown that radio management is acutely aware of its postwar community responsibility; with increased competition, broadcasters are alert to the growing need for better management, public relations, local programming, employe relations and program diversity.

A. D. Willard Jr., NAB executive vice president, warned of the censorship dangers facing all means of communicating intelligence. Unless remedial measures or Supreme Court action halt the censorship trend, he added, the press and movies may come under the restrictions now imposed on radio.

"Facsimile may be the difference between life and death for newspapers," he said. "Television is coming along more rapidly than is realized by many persons in the motion picture industry. There soon will be tele-theatres. Both facsimile newspapers and tele-theatres would be subject to the same licensing as are today's radio stations. The same censorship would apply. Because of these technological advancements, resulting in the necessity for a license, freedom of speech, freedom of the press and freedom of motion pictures would be threatened."

Ted Malone, ABC, urged broadcasters to unite in demanding the right to editorialize. "For every danger that can be given for editorializing I can cite a greater danger in the present system," he said. Broadcasting will not attract greater managerial talent until greater opportunity for service is made possible through the right of a station to have a stated policy and to follow it, he added.

Discusses Religious Programs

Bill Bryan, KOMA Oklahoma City, told of the benefits of well planned religious programming.

Leland F. Cooley, television director of McCann-Erickson, New York, told the video session that 240,000 of the expected 300,000 receivers to be produced this year would go to the Eastern Seaboard, with the rest divided between Midwest and the West Coast. He estimated 100 transmitters would be produced this year.

Sam Cuff, general manager of Du Mont Labs., described a new process of recording telecasts. He predicted a powerful television station could be built in a city such as Oklahoma City for as little as $100,000, including all installation expense and equipment.

Parks Johnson, m. c. of the CBS Vox Pop, pointed to need for better commercials on programs and promised a different type of commercial format on his own program next autumn.

LOIRE BROPHY, 49, DIES; EMPLOYMENT ANALYST

LOIRE BROPHY, 49, head of her own employment consultant organization in New York and in private life the wife of John McNeil, former general manager of WJZ New York, died on March 4 at her home, 320 Park Ave., New York, after a short illness.

Miss Brophy

Miss Brophy had been an employment counselor for more than 20 years. She became personnel analyst and executive counselor for many of the large advertising and publishing firms. Her latest book, "There's Plenty of Room at the Top," was published in January by Simon & Schuster, New York.

Surviving is her husband.

FOR "outstanding services rendered to Naval personnel during World War II," WIOD Miami, Fla., Feb. 26 was presented an achievement award by U. S. Navy Dept.

Good Work Mr. Petry!

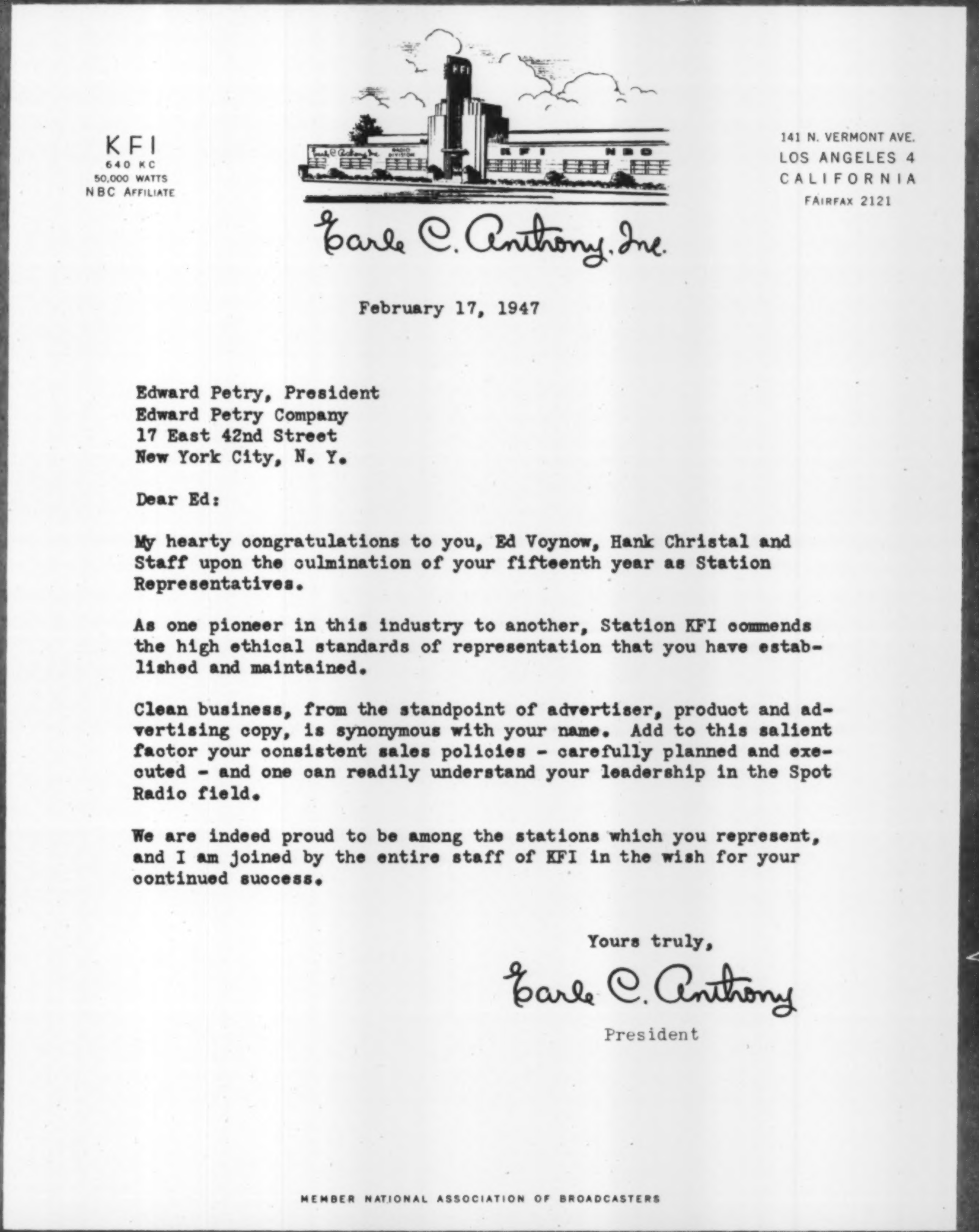
As one of the original radio stations represented nationally by Edward Petry & Company, WDAF wishes to congratulate Mr. Petry and his organization on originating and perfecting a plan of radio service that has proved its merit both to the industry and to advertisers over a period of 15 years.

WDAF

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

KANSAS CITY

5000 Watts – Full Time – 610 Kilocycles – Basic N.B.C.



KFI
640 KC
50,000 WATTS
NBC AFFILIATE

Earle C. Anthony, Inc.

141 N. VERMONT AVE.
LOS ANGELES 4
CALIFORNIA
FAIRFAX 2121

February 17, 1947

Edward Petry, President
Edward Petry Company
17 East 42nd Street
New York City, N. Y.

Dear Ed:

My hearty congratulations to you, Ed Voynow, Hank Christal and Staff upon the culmination of your fifteenth year as Station Representatives.

As one pioneer in this industry to another, Station KFI commends the high ethical standards of representation that you have established and maintained.

Clean business, from the standpoint of advertiser, product and advertising copy, is synonymous with your name. Add to this salient factor your consistent sales policies - carefully planned and executed - and one can readily understand your leadership in the Spot Radio field.

We are indeed proud to be among the stations which you represent, and I am joined by the entire staff of KFI in the wish for your continued success.

Yours truly,

Earle C. Anthony
President

MEMBER NATIONAL ASSOCIATION OF BROADCASTERS

Southern Sportscasters Elect Harden President

SPORTSCASTERS of the South have formed the Southern Sportscasters Assn. to serve as a central distribution point for news of interest to all southern sportscasters, to work toward stamping out "gambling and bribery" in all sports, to seek for radio men "equal recognition and equal rights now granted other news gathering media," and to strive for improvement of broadcast facilities from playing fields—facilities now considered inadequate in many places.

Organization meeting was held at Columbia, S. C., with WIS as host. Frank Harden, WIS sports chief, who instigated the sportscasters association idea, was elected president of the group. Other officers are Bob Bender, WTMA Charleston, vice president, and Dan Daniels, WMBR Jacksonville, secretary-treasurer.

Guests of the radio men at the organization meeting included Alderman Duncan, AP bureau chief in Columbia; Riley Powell, UP bureau chief in Columbia; Earl Blue, Sally League (baseball) president; Fred Hunter, president of Columbia Reds baseball team; Steve Libby, promotion-publicity manager at WIS.

THE MUTUAL Board of Directors is scheduled to meet in Chicago June 10-13.

AMONG THOSE present at organization meeting of Southern Sportscasters Assn., held in Columbia, S. C., with WIS as host, were: front row (l to r)—Bill Mims, WHAN Charleston; Alderman Duncan, AP bureau, Columbia; Fred Hunter, president, Columbia Reds baseball team; Earl Blue, president, Sally League; Riley Powell, UP bureau, Columbia; Durham Moore, WKIX Columbia; second row (l to r)—Dan Daniels, WMBR Jacksonville; Norm Strand, WCAV Savannah; Bob Bender, WTMA Charleston; Frank Harden, WIS Columbia; Gene Hinrichs, WNOK Columbia; Wayne Poucher, WCSC Charleston; back row (l to r)—Verner Tate, WFBC Greenville; Moody McElveen, WCOS Columbia; Joe Hunt, WRDW Augusta.

CBC Russian Beam

CANADIAN BROADCASTING Corp. plans to send shortwave programs to Russia as soon as suitable personnel are available, CBC International Service headquarters at Montreal, has announced. CBC sent its first Russian program on July 1, 1945, and it was rebroadcast on the Russian domestic service, the first foreign program so aired. Since then about six special broadcasts have been beamed to Russia. The Russian government asked the CBC to outline plans for a Russian language program from Canada when CBC international service began operations two years ago.

Changes Affecting Three Cuban Outlets Listed

CUBA has notified signatories of the North Amercian Regional Broadcasting Agreement of changes affecting three stations, as follows:

1170 kc—CMAR Artemisa, Pinar del Rio; 250 w, directional antenna at night; Class II station.

1290 kc—CMKD Holguin, Oriente; operating at present at Santiago de Cuba, Ote.

1340 kc—CMAW Pinar del Rio; 250 w fulltime; Class IV; scheduled to begin operations in October 1947.

Budget Cut

REQUEST by State Dept. for more than $7,000,000 to expand relay facilities for overseas broadcasting [CLOSED CIRCUIT, March 3] was whittled down by the Budget Bureau to $6,168,000. The sum is the largest part of a department supplemental appropriation demand of $8,366,000 sent to Capitol Hill by President Truman last Monday.

WCPO Cited

WCPO Cincinnati, Feb. 25 was presented an award of merit for being "the outstanding organization" in the Cincinnati Recruiting area of the Marine Corps, which includes the southern half of Ohio. Award was made as the result of WCPO's nomination, by Captain A. M. Roebuck, officer in charge of the Cincinnati district, as the individual outstanding organization assisting in the recent Marine Corps recruiting drive.

★ *On this the*

15th ANNIVERSARY *of the*

EDWARD PETRY COMPANY INC.

the staff of Station KSL extends congratulations and best wishes to that Company with appreciation for a job well done. The Petry affiliation with KSL, Columbia's 50,000 watt station in Salt Lake City dates back to 1932, and this association has been both a happy and successful one.

★

KSL

★

COLUMBIA'S 50,000 WATT VOICE IN UTAH

Salt Lake City

Any radio station which strives for quality in every phase of its operation will own the highest listener loyalty.

We have believed this since 1925.

KVOO

Oklahoma's Greatest Station

50,000 watts 1170 kc NBC Affiliate

Edward Petry & Company, Inc. National Representatives

Trends

(*Continued from page 24*)

and more for two year (31%) and three year (13%) schedules. (See Table I for complete details by hour rate.)

"*Are your BMB subscription costs high, low, or fair?*"

	% of BMB subscribers
High	42%
Fair	39
Low	1
Don't Know	15
No answer	3
TOTAL	100%

Virtually as many station managers consider BMB costs fair or low (40%) as feel the costs are high (42%). Fifteen percent of the subscribers on the panel have not yet decided how to judge their BMB costs.

Findings By Area

Examination of the findings by geographical area reveals that station managers in the Pacific and Mountain areas are most satisfied with BMB costs—only 27% of these broadcasters regard BMB prices as high, and 50% judge the costs fair. Stations in the East Central and South Atlantic areas divide their judgments on BMB costs approximately equally between high and fair; while stations in the West Central, Middle Atlantic and New England areas tend to consider BMB costs high.

Managers of stations in smaller cities (10,000-25,000 population) consider their BMB costs fair more often than other broadcasters. Only 24% of this group feel BMB charges are high, but an equal number are undecided. Similar indecision is found in the small cities (under 10,000 population) where 27% of the managers reported they had not yet decided how to evaluate their BMB costs.

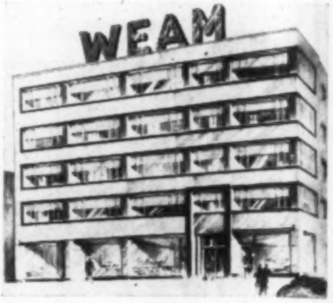
Among NBC and CBS station managers, approximately as many regard BMB costs fair as consider them high. ABC managers tend to consider their costs high, while Mutual affiliates emphasize the fairness of their BMB charges. Non-affiliates show a marked lack of decision—29% have not yet made up their minds.

Higher dollar volume stations (base rate $100 and over) are about equally divided in their judgments—virtually as many see their BMB costs as fair as consider them high. Low rate stations tend to consider their costs high, although a large minority (21%) are undecided.

Detailed replies by region, network affiliation, city size, and base hour rate are shown in Table II.

The final installment of the BMB survey will be published in the March 21 issue of BROADCASTING. It will report the answers to this question: "From what you have seen of BMB's operation so far, how do you evaluate:

(1) BMB's management;
(2) BMB's research formula;
(3) BMB's selling methods;
(4) BMB's method of reporting its data;
(5) BMB's educational efforts in explaining the uses of its data."



ARTIST'S DRAWING of new Radio Bldg. in Arlington, Va., where WEAM will have its studios and offices. Station, scheduled to begin operations in March on 1390 kc, has filed proposal with the FCC to increase its power from 1 kw daytime to 5 kw day and night. Licensee is Arlington-Fairfax Broadcasting Co.

Radio Writers Lab Bought By H. R. von Dorster Jr.

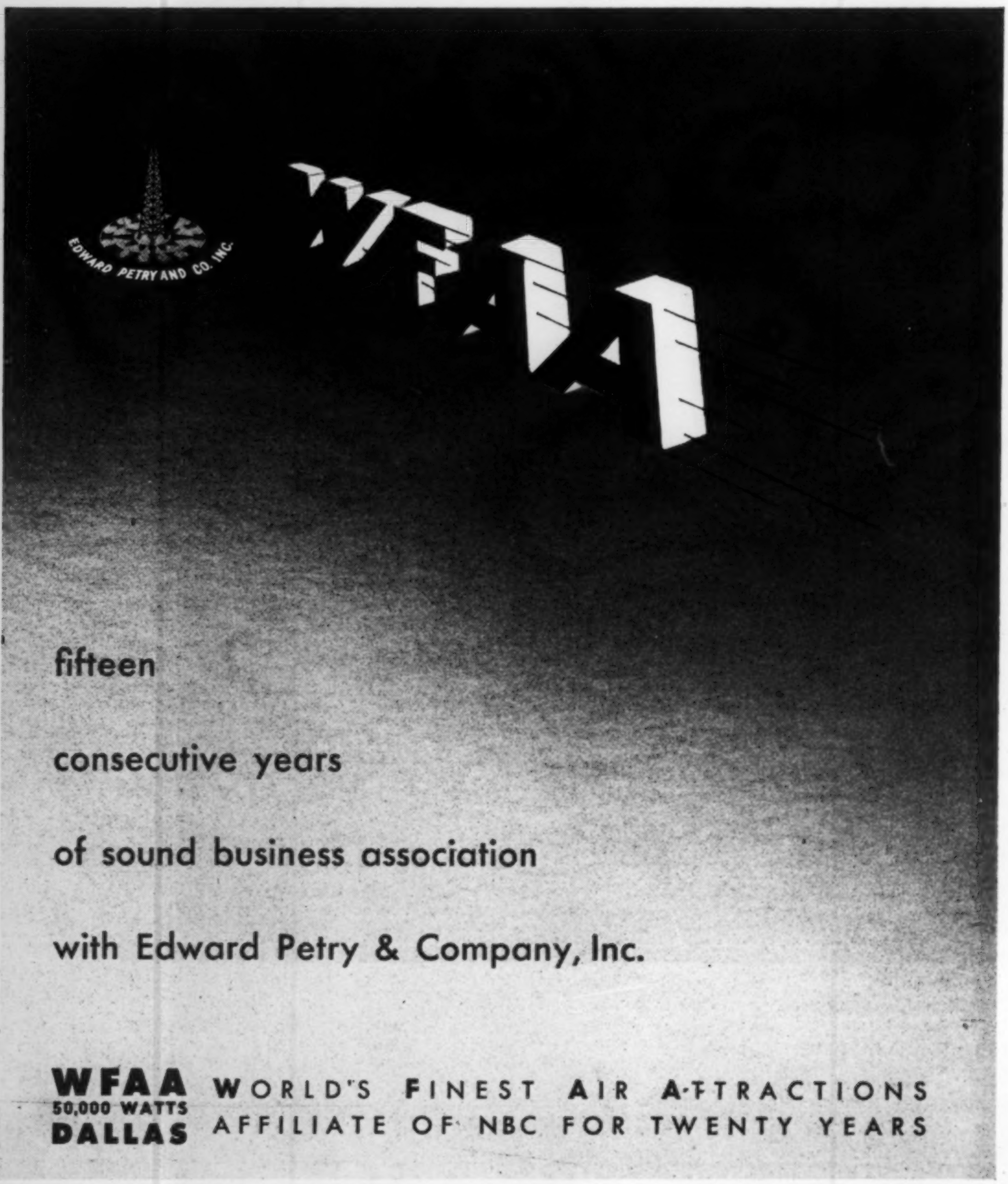
PURCHASE of Radio Writers Laboratory (Lancaster, Pa.), radio script service, by Herbert R. von Dorster Jr., advertising agency executive, has been announced. The new owner, a Lancaster resident, recently returned from Europe where he served several years with the Army.

Radio Writers Laboratory, publishers of RWL Scripts, was founded in 1935 by the late M. S. Miller, a pioneer in radio script writing and syndication, who died Sept. 29, 1946, at the age of 39. Its services now extend to nearly 1000 radio stations in the U. S., Canada, Hawaii, Alaska, New Zealand, Australia and Europe.

Mr. von Dorster has announced that there will be no change in personnel and that he and Margaret L. Smith will serve as associate directors of RWL.

School for Veterans

THE AMERICAN THEATRE Wing school for returned veterans of the entertainment industry has begun its fourth term. A change of policy will carry students through 10 weeks instead of the present eight, and more advanced courses will be offered. The practical courses include a radio workshop which will regularly present a show on WMCA New York. Other workshops include television, opera, and theatre. Among the new courses offered are acting—classic plays, a screen seminar, radio technique for theatre actors, acting technique for singers, make-up—character study, general musicianship, radio announcing and additional dance and music courses.


EDWARD PETRY AND CO. INC.
WFAA

fifteen

consecutive years

of sound business association

with Edward Petry & Company, Inc.

WFAA 50,000 WATTS **DALLAS** WORLD'S FINEST AIR ATTRACTIONS AFFILIATE OF NBC FOR TWENTY YEARS

BACKSTAGE AT WSM

THE TEEN-AGERS

HAVE A TERRIFIC TIME!

When Dixie Nightcap goes out over our 50,000 watt, clear channel signal it is an uproarious, Bobby-sox occasion. You'd think it all happened on the spur of the moment.

But back of this seemingly spontaneous effect there's a story—the story of WSM LIVE TALENT PRODUCTION in action.

Dixie Nightcap is a great variety show moulded from our roster of 300 entertainers. Comedy by such stars as Minnie Pearl, Rod Brasfield, and Jamup and Honey . . . songs by Betty and the Dixie Dons, Carolyn Malone, Kitty Faulkner, and Jack Baker . . . music by Owen Bradley and Beasley Smith and their bands. It's packed with name guest stars—loaded with surprises—and paced fast. It's typical of WSM produced shows that keep 650 a hot-spot on the dial for this area of 5 million choosy citizens.

- FOR SALE? *Well, we built it as part of the teen-age bracket of our public service schedule. But it would be a good one for your teen-age product, wouldn't it?*

HARRY STONE, *Gen. Mgr.*
WINSTON S. DUSTIN, *Comm. Mgr.*
EDWARD PETRY & CO.,
National Representatives

W Air Castle of the South E
50,000 WATTS 650 KILOCYCLES NBC AFFILIATE CLEAR CHANNEL

"The Best in Broadcasting"

WSM
NASHVILLE

ON THE 15th

ANNIVERSARY
of the
EDWARD PETRY CO., INC.

★

FIFTEEN years ago, the Edward Petry Company announced a new plan of exclusive national representation. And, 13 years ago—WLLH joined the swelling ranks of radio stations represented by that company.

WLLH is proud to have supported the Petry plan loyally and consistently for so long a time.

★

WLLH
Basic Mutual and Yankee Networks
Lowell-Lawrence
MASSACHUSETTS

Best Wishes
to
Edward Petry Co., Inc.
for
15 (or 50) more
Successful Years
from all the staff of
★ WAGE ★
Syracuse, New York
A Petry-represented Station

Albert Rose and John Pierce Given Morris Liebmann Prizes

ALBERT ROSE, research engineer of RCA Laboratories, was awarded the Morris Liebmann Memorial Prize for 1946 last Wednesday at the annual banquet of the IRE for "his contributions to the art of converting optical images to electrical signals, particularly the image orthicon."

John R. Pierce, development engineer of Bell Telephone Laboratories, received the same award for 1947 for "his development of a traveling wave amplifier tube having both high gain and very great band width."

Dolph Honored

C. L. Dolph, professor at the U. of Michigan, was given the Browder J. Thompson Memorial Prize for 1947 for his paper, "A Current Distribution for Broadside Arrays which Optimizes the Relationship between Beam Width and Side-Lobe Level," appearing in the Proceedings of the IRE for June 1946.

IRE fellowships were also awarded as follows:

George P. Adair, FCC chief engineer, "for his technical direction of matters relating to allocation of radio frequencies."

Benjamin de F. Bayly, U. of Toronto, "for his contributions as a teacher in the field of radio communications and his service in the coordination of communications security."

Lloyd V. Berkner, Carnegie Institution, "for his investigation of ionospheric phenomena and his contributions to airborne radar development."

Edward L. Bowles, consulting radio engineer, formerly consultant to the Secretary of War, "for his activities in making possible the maximum practical use of advanced radio equipment in military operations and for his work in the educational field."

Robert S. Burnap, RCA, "for his many technical and administrative contributions to the welfare of the Institute and radio field as an active chairman or member of numerous technical committees."

Robert F. Field, General Radio Co., "who, as an engineer and physicist, improved methods and standards in alternating-current measurements."

Donald G. Fink, Electronics, "in recognition of his espousal of high standards of technical publishing and for his wartime contributions in the field of electronic aids to navigation."

William W. Hansen, U. of California, "in recognition of his many contributions to the theory of tubes, networks, circuits, and antennas."

Capt. David R. Hull, U. S. Navy, "for his contributions in developing a program utilizing electronic advances in military equipment and tactics."

Fred V. Hunt, Harvard, "for his work as a scientist, teacher, and administrator and his contributions to acoustics."

Karl G. Jansky, Bell Labs, "for his researches in the realm of cosmic and circuit noise affecting radio communication."

Ray D. Kell, RCA Labs, "for his extensive contributions, over many years, to television for both civilian and military use."

Charles V. Litton, Litton Electronic Labs, "for his contributions to theory and practice in the field of high vacuum techniques, including processes and precision devices for the production of electron tubes."

James W. McRae, Bell Labs, "for his outstanding work in the planning of research and development programs in radar and countermeasures and for his researches in radio transmitting methods."

Ilia E. Mouromsteff, Westinghouse Electric Corp., "in recognition of his contributions to vacuum tube development, particularly transmitting tubes."

Daniel Earl Noble, Stromberg-Carlson Co., "in recognition of his contributions to the design and application of very-high frequency voice communication systems for police and other emergency services."

Pedro J. Noizeux, Trans-radio International, Buenos Aires, "for his leadership in development of radio communication services."

Robert M. Page, Naval Research Lab., "in recognition of his pioneering achievements in solving some of the early problems of basic importance to radar."

John A. Pierce, Bell Labs., "for his contributions to the development of Loran, a radio aid to navigation."

Frank H. R. Pounsett, Stromberg-Carlson Co., "in recognition of his contributions to the engineering development and production design of radar apparatus in Canada."

Conan A. Priest, General Electric Co., "for his contributions as an engineer, executive, and organizer in the field of radio transmitter development and design."

Winfeld W. Salisbury, Collins Radio Co., "for his contributions to the generation of high power continuous wave energy at ultra-high frequencies."

Robert Watson-Watt, British Ministry of Communications, "for his early contributions to radio and for his pioneering work in radar."

Edward N. Wendell, Federal Telephone & Radio Corp., "for his contributions to the development and production of radio systems for navigating and landing airplanes by instrument."

TV Sets to Be Displayed By Stewart Warner Corp.

FIRST PRODUCTION of Stewart Warner television receivers, with sets scheduled for delivery to purchasers by dealers in April, was announced last week by F. A. Hiter Sr., vice president in charge of the radio division of Stewart Warner Corp., Chicago. New sets will be placed on display nationally with distributors this month.

Available in custom-built cabinets of either modern bleached walnut or Georgian natural walnut, the set covers all 13 video bands. It affords AM as well as television sound on FM.

Simultaneous with the production release, James S. Knowlson, president and board chairman, disclosed a preliminary summary of consolidated profit and loss for the twelve months ended Dec. 31, 1946. Mr. Knowlson said Stewart Warner had a net sales of $58,895,257 in 1946 and a net profit, after reserves for taxes, etc., of $2,095,187, equal to $1.65 a share of $5.00 par value common stock outstanding. In 1945 net sales and revenues totalled $78,430,384, with net profit after taxes of $1,634,200, equal to $1.28 a share.

To Drop Show

LEVER BROS. Co., Cambridge, Mass. (Swan soap), in keeping with trend to reduce budgets on high priced shows which are not consistent with returns because of product shortage, discontinues weekly half hour CBS *Joan Davis Show*, following June 30 broadcast. Packaged by William Morris Agency and Joan Davis Enterprises, at reported $17,500 per week, program is being offered prospective sponsors at more conservative sum, it is said. Agency is Young & Rubicam, New York.

CJBC Toronto Planning Limited Acceptance of Commercials

ADDITIONAL SIGN that Canadian Broadcasting Corp. is swinging to full time commercial operation although remaining government controlled is seen in announcement on March 4 at Toronto that "new policy (for CJBC Toronto) will permit limited acceptance of local business." Horace N. Stovin & Co., Toronto, Montreal and Winnipeg, have been appointed exclusive representatives for local and national business. Bob Kesten, formerly with Canadian Army Public Relations, and former CBC and BBC war correspondent, has been given a six months contract as manager of CJBC.

Plans for development of station include a steady promotion campaign and complete recasting of program schedule. Mr. Kesten has been in radio since 1935, serving with CKGB Timmins and CKWS Kingston, and freelancing in Toronto. He went overseas with Canadian Artillery in 1943, and was later in charge of a 1 kw mobile station of Canadian Army in western Europe.

Change in policy of CBC in going more commercial on CJBC, key station of Dominion network and CBC's second station in Toronto, is of special interest in view of the fact that new 50 kw transmitter for CJBC, now 5 kw, is being constructed at site of CBL, CBC's other 50 kw station at Toronto. CJBC is expected to receive 860 kc frequency of CFRB Toronto, city's oldest station.

Development is also of interest in view of the fact that CBC was set up to give national coverage and not local commercial programming. CBC's increasing need for money to finance its programming and growing staff is considered to be in part responsible for the change in policy. CJBC is the first CBC station to have a commercial station representative.

It is understood that part of program changes will consist of cancelling American sustaining network shows and substituting local Toronto programs to give station local flavor which will later be expanded to give a southern Ontario programming content when station goes to 50 kw.

PRODUCER of *This Is Your Home*, Samuel Dickson (second from r), proudly displays the National Retail Dry Goods Assn.'s Award for Distinctive Merit which the show, heard Sundays at 10:30 a. m. on KPO San Francisco, won as an outstanding radio program of 1946. *This Is Your Home* deals with matters of particular interest to Californians. It has been on the air under continuous W & J Sloane sponsorship since February, 1943. With Mr. Dickson are Budd Heyde (extreme l), KPO announcer and narrator of *This Is Your Home;* R. V. Hamlin, vp of W & J Sloane; and Milton Seropan (extreme r), KPO-NBC sales representative.

World Radio Conference Proposals Are Released

U. S. PROPOSALS and recommendations for the World Radio Conference beginning May 15 at Atlantic City [BROADCASTING, March 3] were released last week. The proposals, contained in revisions of the General Radio Regulations of Cairo of 1938 and the International Telecommunications Convention of Madrid of 1932, were almost identical with those produced by an industry-Government preparatory committee which has been working on the re-drafts since last November.

In addition to a revised service-allocation table [BROADCASTING, Feb. 24] the documents include a detailed plan for a permanent International Telecommunications Union and a Central Frequency Registration Board [BROADCASTING, July 1, 1946]. The proposed ITU includes an administrative counsel with supervisory authority, an executive committee to coordinate day-to-day operations of the Union and machinery for the establishment of committees to handle special problems.

"Hauoli la hanau"*

EDWARD PETRY
AND COMPANY

We couldn't wish you
*"HAPPY BIRTHDAY"
more sincerely if we had
put it in English!
Aloha,

KPOA RADIO HAWAII
5000 W • 630 KC • HONOLULU

Congratulations

To Our National Representative

EDWARD PETRY & CO., INC.

15th Anniversary

WWCO
MUTUAL-YANKEE
WATERBURY, CONN.

Congratulations

TO A PIONEER

.... on fifteen years of
leadership as
national
radio station
representatives ...

Edward Petry & Co., Inc.

Representing

KOIL
OMAHA, NEBRASKA

KFOR
LINCOLN, NEBRASKA

CHARLES T. STUART, PRESIDENT AND EXECUTIVE DIRECTOR
EXECUTIVE OFFICES—STUART BUILDING—LINCOLN, NEBR.

NINETEENTH anniversary of the *American Forum of the Air* over MBS was celebrated Feb. 25. Blowing out the birthday cake candles are (l to r): Irvin P. Sulds, producer; T. A. M. Craven, vp of Cowles Broadcasting Co.; Sen. Charles W. Tobey of New Hampshire, one of the participants in the 19th anniversary panel discussion on how far a regulated industry should be subject to anti-trust laws (Bulwinkle bill); Theodore Granik, chairman and founder of the forum; Judge Thurman Arnold, former assistant attorney general, also a 19th anniversary panel member; Charter Heslep, MBS; Wendell Berge, until recently assistant attorney general, anti-trust division.

WBAY CORAL GABLES IS ON AIR AT 1490 Kc

WBAY took the air Feb. 26 at Coral Gables, Fla., as a fulltime independent station, operating with 250 w on 1490 kc. Station is owned by Atlantic Shores Broadcasting Ltd., whose general partners are James A. Brown, contractor, the Rev. Ronald Johnson, Bert Graulich, program director and formerly with two other Miami area stations, WQAM and WKAT, as an announcer, and E. B. Griffis, attorney.

Mr. MacKay

Manager of the new station is Norman MacKay, for 15 years director of programs and advertising for WQAM. Walter E. Kinney is chief engineer, and the engineering staff also includes Jack Carteret, Eugene Wilbur and Joaquin Ossario.

Staff announcers are Merle Roberts, formerly of WCKY Cincinnati, Bob Meyers, formerly a Chicago free-lancer, and Ted Anthony, formerly of WAGA Atlanta. Mary Jean Williams is music librarian, and Judy Strubhar, formerly of WGST Atlanta, is musical director. Verne Holter, recently of KOB Albuquerque, has been named traffic director. Sales staff consists of Gene Gosch of WFBM Indianapolis, Peter White and Jim Brooker.

Three G. I. students at the U. of Miami are working a shift at WBAY. They are Don Cuddy, continuity; Jerry Kraslow, news; Arthur Browne, symphony announcer. Serving as secretary to Mr. MacKay is Bette Falconer, formerly with WMMN Fairmont, W. Va. Alma Jane Schwarzenbek is PBX operator and receptionist.

WBAY is presenting music around the clock and UP and local news every half hour day and night. Station's transmitter and 180-ft. tower are located on a 5-acre plot three miles from downtown Miami. Studios are at 322 Avenue Aragon, Coral Gables.

Ontario Meeting

(*Continued from page 26*)

Rowlands, CKDO Oshawa; Frank Johnson, CKNX Wingham; Bill Burgoyne, W. C. Wingrove and V. A. Lococo, CKTB St. Catherines; W. C. Mitchell and J. Shaw, CKCR Kitchener; Burton Heward, CKSF Cornwall.

Attending the Ontario major market stations meeting on March 4 at Toronto, were Roy Thomson and Jack Davidson of CKWS Kingston, CHEX Peterborough, CFCH North Bay, CKGB Timmins and CJKL Kirkland Lake; Lloyd Moore, CFRB Toronto; Jack Cooke, CKEY Toronto; Ken Soble, CHML Hamilton; Bill Cranston, CKOC Hamilton; Ted Campeau, CKLW Windsor-Detroit; D. Wright, CFPL London; Lyman Potts and Lloyd Westmoreland, CKOC Hamilton; Clifford Sifton, CKRC Winnipeg; Wes McKnight, CFRB Toronto; and Roly Ford, CHUM Toronto.

JINGLES POPULAR
Upper Darby, Pa. Church Group Likes Singing Commercials

THEY LOVE singing commercials in Upper Darby, Pa.

At least the dancing members of the St. Laurence church congregation love one of them—the one used by Bit-O-Honey candy on *David Harding, Counterspy*, an ABC show. Recently William J. Ryan, who conducts weekly dances at the church, requested a recording of the Bit-O-Honey jingle.

It seems there had been "awkward pauses" between dance sets and Mr. Ryan decided to fill them with the commercial tune. "It was an instant hit," he wrote. "We now plan to collect other lively jingles."

WORKING OUT details for an active year are newly elected officers of Hollywood Advertising Club. Planners (l to r) include: Ernie Belt, national advertising manager of *Hollywood Citizen-News*, treasurer; Walter Van de Kamp, head of California Advertising Agency, president; Thomas H. A. Lewis, vp and radio director of Young & Rubicam, vice president; C. Burt Oliver, Hollywood manager of Foote, Cone & Belding, secretary.

Roger Baker Is Appointed KOB General Manager

APPOINTMENT of Roger Baker, who for eight years has been associated with WLW and the Crosley Broadcasting Corp., as general manager of KOB, 50 kw NBC affiliate at Albuquerque, N. M., has been announced. Mr. Baker's resignation from WLW becomes effective March 15.

Mr. Baker

Resignation of Frank Quinn as manager of KOB also is to become effective March 15. Mr. Quinn has announced that he plans to enter business in Albuquerque.

The new KOB manager made his radio debut in Buffalo in 1928 as a sports announcer. Joining the staffs of WLW and WSAI in March, 1939, Mr. Baker succeeded Red Barber as announcer for the Cincinnati Reds baseball games. In 1941 he was appointed director of tobacco trade relations for WLW and the next year was named director of public relations. He was engaged in sales promotion work for WLW in 1944 and 1945, and became an account executive in the sales department in 1945.

CAB Regional Meetings

CANADIAN ASSN. OF BROADCASTERS March 12 will hold meetings of member stations in the three Atlantic coast provinces at Halifax, and with station representatives resident at Montreal March 10. Meetings are for general discussion on problems of retail and national sales, public relations, public service, management and policy, and conclude the coast-to-coast regional CAB meetings.

NEW FTC COMPLAINTS TO NAME OFFENDERS

NEW STYLE Federal Trade Commission complaints will name radio programs and networks which carry alleged illegal advertising. The new procedure, result of the Administrative Procedures Act of last summer, will give respondents opportunity to refer directly to the source of complaints.

Another major change in standard provisions will be a notice in complaints which will give respondents the right to seek settlement—without hearing—by submitting a written request within 15 days after complaint is serviced. The request for such settlement will not affect the standard procedure for filing formal answers to complaints.

Meanwhile, the FTC on Wednesday issued an interpretation of a trade practice rule applying to the advertisement of radio sets to the effect that it is "improper to include rectifiers in the tube count in representations that a set contains a designated number of tubes or is of a designated tube capacity." The interpretation arose out of a ruling by Chicago Circuit Court in June, 1944, upholding an FTC complaint against the Zenith Radio Corp.

Aid Appreciated

THE SALVATION ARMY has prepared a report showing radio's contribution to the army's work during the past year. According to the army's New York office, stations "have not only given most generously of their air time but have even rallied personnel for the manning of Christmas kettles and financial drive booths." The report, which will be completed in about six weeks, will be sent to the FCC, the NAB, and army leaders.

To Edward Petry & Company

CONGRATULATIONS

From KARK, Little Rock

To the Petry organization on its 15th Anniversary, KARK extends sincerest congratulations.

Your high standards have gained the respect of the national radio advertising field and have advanced the efficient use of spot radio for all broadcasters.

KARK, too, in its 16 years of service to listeners, has maintained the highest standards of radio. That is why KARK, the only NBC outlet in Arkansas, continues to be, year in, year out, one of the most listened-to stations in Arkansas!

KARK *5,000 Watts*
920 kc.
LITTLE ROCK, ARK.

ED ZIMMERMAN
Vice President and General Manager
National Representative:
EDWARD PETRY & CO.,
New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco

NBC

SPECIAL OCCASION!

★

THE ownership and management of WMAS congratulate the Edward Petry Co. on the occasion of its fifteenth anniversary.

WMAS joined the exclusive national representation of the Petry Company 13 years ago. And, during these years, has been a cooperating part of the vital Petry plan for representation.

★

WMAS

CBS Affiliate

SPRINGFIELD, MASS.

IRE Convention Sees New Equipment

TV Apparatus Prominently Displayed at Annual Industry Show

(*See story on page 16*)

FILLING two floors of New York's Grand Central Palace, the exhibits section of the 1947 IRE convention last week spread out before the thousands of visiting radio engineers a tangible report on the industry's manufacturing record in its first full year of peace. From the massive transmitters to the tiny components of subminiature tubes, the makers of radio apparatus showed in their exhibits how the wartime discoveries and developments are being converted to peacetime uses.

Television met the visitor at the very door of the exhibit area, when he found himself staring at his own image in the screen of a video receiver. The image was transmitted from a recessed television camera focused on the gateway of the RCA exhibit which flanked the front of the show. RCA also displayed a new power tube for video transmitters—the 8D21—internally water-cooled through a new principle not heretofore used commercially and flexible enough to cover the entire range of the 13 channels assigned to commercial television.

Video cameras and monitoring equipment were shown by Allen B. Du Mont Laboratories, along with a working model of the "inputuner" featured in the Du Mont television receivers, and a display of cathode ray apparatus. Transvision showed its television kit, a package of all the parts needed to assemble a video receiver, including a 7-inch cathode ray viewing tube, for sale at $159.50 to those who prefer to build their own sets instead of buying them ready made.

Another sort of video package, a set of television rehearsal studio equipment for schools, advertising agencies, department stores, television applicants and CP holders and others who want to stage video programs, was shown by Television Projects Inc. The TPI equipment is priced at $8,800, with TPI supervising its installation and instructing the buyer's personnel in its operation.

TV Receiving Antennas

Television receiving antennas were shown by Workshop Associates and by Kings Electronics. The Workshop antenna is a three-element high gain unit, priced at $28.50 and with a different model for each channel. Kings offers a "roto beam" antenna, a double dipole which by means of a remote control switch at the set can be rotated through a full circle, enabling exact focus on any signal. The price is $115.

Facsimile apparatus was displayed by Finch Telecommunications and Times Facsimile Corp. The latter exhibited equipment for transmitting news pictures, weather maps and the like on a point-to-point basis, either by radio beam or wire. Finch showed broadcast transmission and receiving units, including two handsomely styled home recorders, a table model and a console, each including AM and FM receivers as well as the facsimile unit.

But these new types of radio communication by no means stole the show from sound broadcasting. AM and FM transmitters were prominently displayed by General Electric, Western Electric, Westinghouse, RCA, and Collins, while these and scores of others showed the newest model transmitting tubes, studio and transmitter equipment and their component parts. A full-scale Western Electric "cloverleaf" FM antenna rose like a beacon from the center of that company's exhibit space and RCA similarly displayed its "pylon" antenna for FM broadcasters.

Novel FM Receiver

A novel FM receiver, crystal controlled like a transmitter to avoid receiver drift and keep the set properly tuned in at all times, was demonstrated by American Quartz Laboratories. A separate crystal within the receiver is used for each station. The set, including a program selector clock, is priced at $199.50.

Subminiature tubes and printed electronic circuits, developed for wartime use in the radio proximity fuse, were shown by the National Bureau of Standards. Raytheon Mfg. Co. displayed subminiature tubes operating in the citizen's radio band of 460 mc, and Sylvania Electric Products also showed these tubes adapted for use in small radios or amplifiers. A. W. Franklin Mfg. Co. showed a line of sockets for these tiny tubes.

American Telephone & Telegraph Co. and General Electric demonstrated the activity of microwaves in their exhibits, and AT&T showed a diorama of its experimental microwave relay system between New York and Boston. Federal Telephone & Radio Corp. displayed a model of its microwave pulse time multiplexing circuit.

The traveling wave tube, for whose development J. R. Pierce of Bell Labs received the Morris Liebmann memorial prize, was shown in the Western Electric exhibit.

The show included dozens of displays and demonstrations of recording and reproducing equipment, by disc, wire or tape and of home, professional or broadcast quality. In the last field, Presto Recording Corp. featured a new recording unit and matching reproducing turntable. The recorder, 8D-G, is a gear driven unit with a direct drive connecting the two motors, 78 and 33 1/3 rpm, with the table shaft, and is equipped with a simple device for changing the cutting direction from outside-in to inside-out. Price is $2,645. The turntable, 64-A, without pickup head, is tentatively priced at $500.

R. C. Powell & Co. exhibited portable wire recorder which records one hour continuously and can be played back as soon as the wire is rewound to starting point. Time scale provides for location of shorter recordings along wire. Ellinwood Industries has redesigned its "Radiotone" unit for instantaneous disc recordings into a belt driven machine equipped with three flatweb belts. Unit priced $690, with tuner $69.50 extra.

A recorder designed to record a full quarter-hour program on one side of 3¾ inch disc costing 10 cents was shown by Wagner Record Mfg. Corp. Discs of vinylite are pre-groved to 350 lines to the inch and are placed on the recorder grooved side down, with a special tracking stylus in contact with the grooves during recording, freeing the recording head of the tracking function. Cutting stylus is also used as the reproducer when the recording is played back.

Brush Development Co. showed its "Soundmirror" magnetic ribbon recorder-reproducer designed primarily for home recording but also used extensively by stations for recording radio programs for file purposes, the company reported. Unit is priced at $229. A new magnetic recording tape, the "Hyflux," was shown by Indiana Steel Products Co. Tape is made of paper coated with a metallic powder and is said to have unusual permanent magnet characteristics.

Technology Instrument Corp. demonstrated Scott dynamic noise suppressor in a model, 910-A, designed specially for use in broadcasting phonograph records and transcriptions. Utilizing a newly developed "gate circuit," the device substantially eliminates surface noise without curtailing the desired signal. Unit is priced at $535. Daven Co. showed a new compensating attenuator, LAC-720, for use in quality reproduction of wired music, high fidelity broadcast monitoring amplifier controls or in custom built home receivers.

The foregoing is in no sense a catalog of the contents of the 170 exhibits of manufacturers at the show but merely reports on items that caught the attention of one non-technical observer as he walked around the exhibit floors. No mention is made, for example, of the numerous displays of materials and components or of such scientific devices as Geiger-Muller counters, shown by several manufacturers, or of the new electronic super-calculator demonstrated by the U. of Pennsylvania, or of the extensive displays of the Army and Navy.

Exhibitors at IRE Meeting

EXHIBITORS at the IRE meeting in New York last week include:

Airadio, Inc., Stamford, Conn.; Aircraft Marine Products, Inc., Harrisburg; Aircraft Products Corp., Boonton, N. J.; Alden Products Co., Brockton, Mass.; Allied Control Co., Inc., New York; Alpha Metals, Inc., Brooklyn; Altec Lansing Corp., Hollywood; American Lava Corp., Chattanooga; American Phenolic Corp., Chicago; American Quartz Labs., Inc., Yonkers; American Telephone & Telegraph Co., New York; Amperex Electronic Corp., Brooklyn; Andrew Co., Chicago; Astatic Corporation, Conneaut, Ohio; Audio Devices, Inc., New York.

Ballantine Laboratories, Inc., Boonton, N. J.; Barker & Williamson, Upper Darby, Pa.; S. A. Barone Co., New York; James G. Biddle Co., Philadelphia; Bird Electronic Corp., Cleveland; Bolland & Boyce Inc., Montclair, N. J.; Boonton Radio Corp., Boonton, N. J.; William Brand & Co., New York; Brush Development Co., Cleveland; Bryan Davis Publishing Co., New York; H. H. Buggie & Co., New York; Burlington Instrument Co., Burlington, Iowa.

Caldwell-Clements Inc., New York; Cambridge Thermionic Corp., Cambridge, Mass; Canadian I.R.E., Toronto, Ont.; Centralab, Milwaukee; Chatham Electronics, Newark; Chicago Transformer, Chicago; Clarostat Mfg. Co., Inc., Brooklyn; Cleveland Container Co., Cleveland; Sigmund Cohn & Company, New York; Collins Radio Co., Cedar Rapids; Communication Measurements Lab., New York; "Communications," New York; Condenser Products Co., Chicago; Cornell-Dubilier Electric Corp., So. Plainfield, N. J.; Corning Glass Works, Corning; Cornish Wire Co., Inc., New York.

Daven Co., Newark; DeMornay-Budd, Inc., New York; Tobe Deutschmann Corp., Canton, Mass.; Distillation Products, Inc., Rochester; Ducati North America, Inc., New York; Dumont Electric Co., Inc., New York; Allen B. Du-Mont Labs., Inc., New York.

Eastern Electronics Corp., New Haven; Eitel-McCullough, Inc., San Bruno, Calif.; Electrical Reactance Corp., Franklinville, N. Y.; Electronic Mechanics, Inc., Clifton, N. J.; "Electronics," New York; Electronics Research Publishing Co., New York; Electro-Voice, Inc., Buchanan, Mich.; Ellinwood Industries, Los Angeles; Erie Resistor Corp., Erie.; Etched Products Corp., Long Island City.

Fairchild Camera & Instrument Corp., Jamaica, N. Y.; Fansteel Metallurgical Corp., North Chicago; Federal Telephone & Radio Corp., New York; Ferris Instrument Co., Boonton, N. J.; Field Electrical Instrument Co., New York; Finch Telecommunications, Inc., New York; FM Company, New York; "FM & Television," New York; A. W. Franklin Mfg. Corp., Long Island City; Freed Transformer Co., Inc., New York.

Gemloid Corp., Elmhurst, L. I.; General Aniline & Film Corp., New York; General Ceramics & Steatite Corp., Keasbey, N. J.; General Communication Co., Boston; General Electric Co., Schenectady; General Electronics, Inc., New York; General Radio Co., Cambridge; Gray Research & Development Co., Inc., Elmsford, N. Y.; Edwin I. Guthman & Co., Inc., Chicago.

Hallett Manufacturing Co., Inglewood, Calif.; Harvey Radio Company, Inc., New York; Hastings Sales Engineering Co., Boston; Hewlett-Packard Co., Palo Alto, Calif.; Heyman Manufacturing Co., Kenilworth, N. J.; Hunt Corporation, Carlisle, Pa.

Indiana Steel Products Co., Valparaiso, Ind.; Industrial Instruments, Inc., Jersey City; Industrial Products Co., Danbury, Conn.; Insl-X Co., Inc., Ossining, N. Y.; Instrument Electronics, Douglaston, L. I.; Instrument Specialties Co., Inc., Little Falls, N. J.; Insuline Corp. of America, Long Island City; International Nickel Co., Inc., New York; International Resistance Co., Philadelphia.

J-B-T Instruments, Inc., New Haven; E. F. Johnson Company, Waseca, Minn.

Kalbfell Laboratories, San Diego, Calif.; Karp Metal Products Co., Inc., Brooklyn; Kings Electronics Co., Brooklyn; Frederick Kugel Co., New York; Kurman Electronics Corp., Brooklyn.

Langevin Company, Inc., New York; Linde Air Products Co., New York; Littelfuse, Inc., Chicago.

Machlett Laboratories, Inc., Springdale, Conn.; P. R. Mallory & Co., Inc., Indianapolis; Marion Electrical Inst. Co., Manchester, N. H.; M. B. Mfg. Co., Inc., New Haven; McGraw-Hill Publishing Co., New York; Measurements Corp., Boonton, N. J.; Mecanitron Corp., Boston; Mycalex Corp. of America, New York.

National Bureau of Standards, Washington; National Co., Inc., Malden, Mass.; National Research Corp., Boston; Newark Electric Company, Inc., New York; North American Philips Co., Inc., New York.

J. P. O'Donnell & Sons, Boston.

Panoramic Radio Corp., New York; Par-Metal Products Corp., Long Island City; Paul and Beekman Div., Philadelphia Plastoid Corporation, New York; Polarad Electronics Co., New York; Polytechnic Research & Development Co., Brooklyn; Portable Products Corp., Philadelphia; Potter Instrument Co., Flushing, L. I.; R. C. Powell & Co., New York; Presto Recording Corp., New York.

Radio Corporation of America, Camden; Radcraft Publications, Inc., New York; "Radio-Craft," New York; Radio Magazines, Inc., New York; "Radio Maintenance Magazine," Montclair, N. J.; Raytheon Manufacturing Co., Waltham; The Representatives, New York; John G. Ruckelshaus Company, Madison, N. J.

Carl W. Schutter, Rockville Centre, L. I.; Schweitzer Paper Co., New York; Shallcross Mfg. Co., Collingdale, Pa.; Shure Brothers, Inc., Chicago; Sigma Instruments, Inc., Boston; Simpson Electric Company, Chicago; V. A. Snyder & Co., New York; Sola Electric Co., Chicago; Solar Mfg. Corp., New York; Sorensen & Co., Inc., Stamford; Sperry Gyroscope Co., Inc., Great Neck, N. Y.; Sprague Electric Co., North Adams, Mass.; Star Expansion Products Co., New York; Stoddart Aircraft Radio Co., Hollywood; Stupakoff Ceramic & Mfg.

Co., Latrobe, Pa.; Super Electric Products Corp., Jersey City; Superior Electric Co., Bristol; Surprenant Electrical Insulation Co., Clinton, Mass.; Sylvania Electric Products, Inc., New York; Synchro-Start Products, Inc., Chicago; Syncor Products Co., Malden, Mass.

Tech Laboratories, Inc., Jersey City; Technology Instrument Corp., Waltham; Telequip Radio Company, Chicago; "Tele-Tech," New York; "Television Magazine," New York; Television Projects, Inc., Newark; Terminal Radio Corp., New York; Times Facsimile Corporation, New York; Transmitter Equipment Mfg. Co., Inc., New York; Transvision-Lectrovision, Inc., New Rochelle.

U. S. Alien Custodian, Washington; U. S. Army Signal Corps, Engineering Laboratories, Bradley Beach, N. J.; U. S. Navy, Washington; U. S. Veterans Administration, New York; United States Television Mfg. Corp., New York; United Transformer Corp., New York.

Vacuum Engineering Division, Boston.

Waldes Koh-I-Noor, Inc., Long Island City; Waterman Products Co., Philadelphia; Webster Electric Co., Racine; Western Electric Co., New York; Western Lithograph Co., Los Angeles; Westinghouse Electric Corp., Pittsburgh; Weston Electrical Instrument Corp., Newark; The Workshop Associates, Inc., Newton Highlands, Mass.

Trainer Heads Television Equipment Sales for RCA

Mr. Trainer

MERRILL A. TRAINER, expert in television research and development, has been appointed manager of RCA television equipment sales. He will supervise the sale of television transmitters, studio equipment, antennas, television microwave relay equipment, and other components. He was previously in charge of the firm's television terminal equipment development.

He entered the television field in 1927 and during the next three years was associated with Dr. E. F. W. Alexanderson in television at General Electric. He has been a member of the RCA television engineering staff since 1930 and has been intimately associated with most of the major RCA television developments. Mr. Trainer succeeds Henry Rhea in his new post. Mr. Rhea has been named manager of WHOW, Clinton, Ill.

WFJS-FM Boosts Power

WFJS, Freeport, Ill., FM station, which had been operating with 250 w since it went on the air Oct. 1, increased its power to 3 kw on March 1, Thomas C. Moers, station manager, announces. WFJS presents three newscasts daily, using AP and local items, and among its feature programs presented weekly are *We Are Freeport*, a story of Freeport industry and enterprise; *Your Community's Health*, another weekly show; *FHS on the Air*, performed by students of Freeport High School; *R. F. D. Freeport*, prepared with the cooperation of various farm agencies, and *Our Town and Social Security*. WFJS also broadcasts all of the local high school league ball games.

BRONZE STAR MEDAL is awarded to Sanford T. Terry, manager of WRVA Richmond's research and development division and former captain in the Signal Corps, for designing and supervising construction of a radio station on U. S. Army Transport *Apache*. Col. A. S. Knight, Infantry, Acting District Executive, Virginia Military District, made presentation. WRVA broadcast ceremonies.

CFRN Edmonton, increased power from 1 kw to 5 kw March 3 with official inauguration ceremonies on the Dominion network. New RCA transmitter is installed.

PLANS PROGRESSING FOR CHICAGO COUNCIL

THE SERIES of preliminary meetings to set up a council of radio unions and guilds in Chicago has been completed satisfactorily, according to Orin Tovrov, president, Midwest Region, Radio Writers Guild. Chicago locals of AFRA, IBEW, Radio Directors Guild, NABET and Radio Writers Guild attended. First three are AFL affiliates; NABET is independent; RWG is a member Guild of the Authors League of America, also independent. Though invited, Local 10, AFM, sent no representative.

Council will be advisory and discussional, and organizations will keep Council informed of negotiations and plans for negotiation. There will also be a drive to restore Chicago's importance as a network origination center. The constitution will be presented at general membership meetings during the coming weeks. Ratificatio is expected with only minor adjustments.

Participating in the planning o the Chicago Council were: Raymond A. Jones, Harry Elders AFRA; Eugene Krusel, IBEW Burr Lee, Lyle Barnhart, RDG Frank Schnepper; Les Washburn Don Fitch, NABET; Orin Tovrov Myron Golden, Rod Holmgren Paul Benzaquin, RWG.

British Plan FM

ENGLAND is beginning FM development with the building of a 25 kw station in London and plans call for 40 more to cover all Britain. This was disclosed by Sir Noe Ashbridge, deputy director genera of the BBC in a shortwave broadcast to WGY Schenectady, as par of General Electric's anniversary of 25 years in the broadcasting field. Sir Noel believes that FM will be of greater importance in Europe than in the U. S.

Happy Birthday Ed
KFH
CBS
WICHITA
KANSAS
OKLAHOMA

IT'S BEEN A LONG, LONG TIME

KFH started congratulating the Edward Petry Company 15 years ago, and we're still doing it.

15 years of extraordinary service has made "Ed" Petry a leader in his field, and the same kind of service has made KFH *"That Selling Station for the Southwest"*

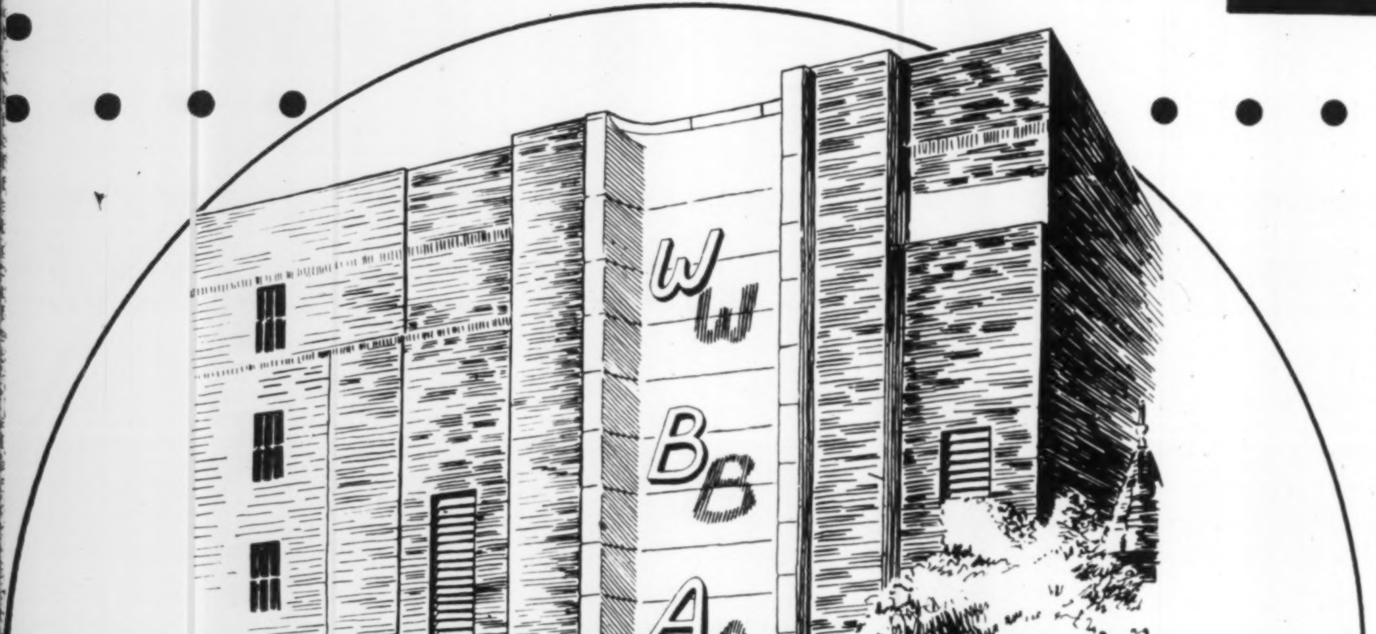
THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY
KFH
WICHITA

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

WBAL MEAN

—I



WBAL's New Broadcasting Studios to be Located at 2610 N. Charles Street

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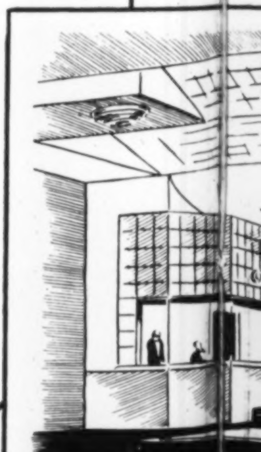


NS BUSINESS

IN BALTIMORE!

Some of WBAL's pre-war plans are now nearing completion.

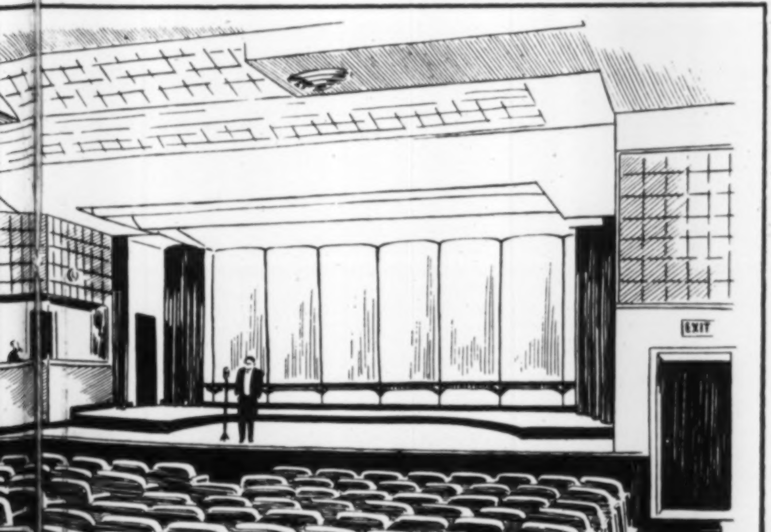
This spring we move into our new home, programs are attaining new heights of excellence and television demonstrations have begun.

These new facilities are designed to match the importance of this great and growing market. Baltimore, now America's 6th city, has been, for over 25 years, the fastest growing big city in the east. And the Baltimore area, rich and stable, is served effectively only by WBAL.

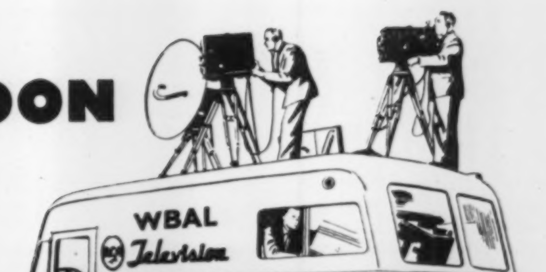
NATIONALLY REPRESENTED
BY EDWARD PETRY & CO.

WBAL

50,000 WATTS • BALTIMORE
NBC AFFILIATE!



SOON



WBAL is bringing Television to Baltimore. Field equipment has arrived and demonstrations have begun. We hope to have our television transmitter in operation by early fall.

Editorial

Remedy in Sight

ALTHOUGH the legislative mill has been grinding all too slowly for those who have been looking toward Capitol Hill for relief, it now becomes apparent that Congress is heading toward remedial labor legislation. Only the issue of radio's freedom is more important to those who live by the microphone.

Congress is disposed to enact legislation that will effectively end the secondary boycott. There appears to be little likelihood of banning the closed shop, however.

Practically all of the grief experienced by broadcasters has stemmed from the secondary boycott. That is because of the peculiar makeup of radio. Petrillo's AFM has been successful with its squeeze plays through that device. AFRA's entire technique of organization is based on it. IBEW has used that device. The story is always the same: The network agrees to terms but must agree not to serve affiliates which have been declared unfair by the union. AFRA, organized in only a handful of cities, thus could force the networks to "organize" for them in every city in which they have affiliates by the simple device of having the particular stations declared "unfair."

The union encirclement of radio could become complete if the vicious secondary boycott practice persists. The anti-Petrillo law, now to be reviewed by the Supreme Court, was aimed at that obnoxious practice. The Petrillo law, adjudged "class legislation" by the lower court, and therefore held unconstitutional, wouldn't matter, if Congress enacts new legislation effectively outlawing the secondary boycott and terminates other excesses which have given labor the whip hand.

ELEVATION of Joe Ream to the executive vice presidency of CBS is another success story of radio. Joe was 30 when he joined CBS in 1934 as a lawyer, later becoming general counsel. He switched to the administrative side several years ago. His election to the second slot under Frank Stanton is deserved recognition of his outstanding ability, acumen and personality.

Finger Pointing Dept.

NOT LAST AMONG those who point the finger of shame at radio for "crime" and "horror" dramas are the newspapers.

It is interesting to observe, in consequence, the first three prize winners in the Eighth Annual *Editor & Publisher* Photo Contest.

No. 1: A woman leaping to her death from the blazing Winecoff Hotel in Atlanta.

No. 2: A fallen striker being beaten by four policemen while a small boy views the scene from the background.

No. 3: A 67-year-old man in a suicide leap from the Empire State Bldg.

Of the six honorable mentions, one is a murder victim; one a murderer; another a man accused of embezzlement; a fourth, more strike violence; a fifth the backside of John L. Lewis and a sixth, a small boy receiving his lost pup from the poundmaster.

Thank goodness for the American press—and particularly for small boys, small dogs and John L. Lewis' large backside. All is not lost.

Station Break Brakes

MINOR insurrection is evident in station ranks over reports that the rule governing station identification is about to be relaxed. The regulation (3.406) now requires identification at half-hour intervals. The FCC is considering a change to one-hour intervals, on the hour.

Some affiliates see in this move a network-inspired effort to deprive them of their station break (now ranging 20-30 seconds) which now brings in substantial revenue, because adjacencies to top-rated network programs are the most coveted of all. Whether or not any network, or all of them, are supporting the change, it obviously would mean that networks *could* book solid one-hour shows with no station breaks. Affiliates argue that the half-hour station break is station, not network time.

We doubt whether the networks could influence the FCC to do anything of this sort. And it really doesn't matter what the regulations require. When and how frequently station breaks should occur is a matter of agreement between network and affiliates, not one subject to Government fiat.

The FCC says informally that the half-hour break no longer is needed for monitoring stations. Radio has gone a long way technically since the days when stations blooped all over the band, and had to be checked on frequency deviations by the inspectors. Monitoring equipment and crystal controls now are such that deviations can be detected without awaiting the station break. Hence, the FCC may be disposed to relax the rule.

The FCC can require identification once an hour or once a day. It should have no bearing on the business relationships of networks and stations. We are mindful of the fact, however, that the listener might desire frequent station identification, particularly with so many new ones cropping up. And that condition won't be helped with the upcoming 30 kc separation between stations in the same cities, in lieu of the existing 40 kc, which will tend to clutter up the band that much more.

We feel stations shouldn't be deprived of legitimate and important revenue—particularly important to the smaller affiliates. Nor should stations try to jam more than one spot in a second break.

With competition keener and more stations' maws to be fed, we would deprecate new or artificial barriers to legitimate revenue sources. Shutting off of such revenue would promptly result in action by affiliates, probably in the formation of a new affiliate organization like the Independent Radio Network Affiliates (IRNA).

A FEW days ago, the Board of War Communications passed out of existence, by executive order of the President. The board had been created in 1940 as the Defense Communications Board, when war was imminent. Certain of the board's activities made headlines. It imposed restrictions on all modes of communications operations, functioning as a security agency. It was responsible for the freezes which conserved critical equipment. But the most important action of the board heretofore has never been publicized. The board had before it early in its existence, a proposal that all broadcast operations be placed under direct Government control. It turned thumbs down on it. Its wisdom was reflected in radio's war performance which won the plaudits of Government, the military and the public. With the board's demise, we should remember that it could have happened here. For the BWC, there should be a hearty "Well Done!"

Our Respects To—

HARRY DENVIR BURKE

HARRY BURKE has been "air" minded for twenty years! He pioneered in Midwestern aviation and broadcasting. At times these two industries occupied equal importance in his life but broadcasting eventually took the lead.

Radio took a foothold in Mr. Burke's life 19 years ago when he became announcer and salesman for WJAG Norfolk, Neb. He became manager for WJAG before he left in 1931, to become affiliated with WOW Omaha. During the 13 years with the WOW organization where he began as part-time announcer and salesman, he was chief announcer, program manager and assistant general manager in charge of sales.

In April 1944 he became general manager of KFAB Lincoln, and wrestled for two years with material and building problems in an effort to see KFAB a 50,000-w Omaha operation. The week of January 13, this year, trade paper announcements heralded his success. Now as general manager of the only 50,000 w station in the Omaha area, he looks back on his 19 years of radio experience with a justifiable feeling of progress.

It was twenty years ago when Harry Burke began his active aviation career which has identified him with the continuous development of Midwestern aviation. He flies his own plane and is one of the original members of the Civil Air Patrol. He also holds the rank of Captain in the capacity of Wing Communications Officer for the State of Nebraska.

Mr. Burke has been consistently industry minded. Locally, regionally and nationally he is ever active in promoting broadcasting. Some of his outstanding work was with the Association of Education-by-Radio.

A highlight in his career was in 1943 when he was selected as one of 12 representatives in the radio industry to present the nationwide retail promotion plan of the National Association of Broadcasters in 126 cities.

His territory consisted of chief markets in Illinois, Indiana, Wisconsin, and Minnesota. Additional appearances were made in Iowa and Utah after the regular schedule had been terminated. Of the 12 radio executives who toured the United States, Mr. Burke was appointed to handle the premier presentation in Washington, D. C.

Although Harry Burke has always been a Midwesterner—born in Central City, Neb., June 19, 1903—part of his early education took him East. He first attended Kemper Military School, Booneville, Mo.; then Worcester

(*Continued on page 54*)

Music Enchants a City

A city listens to music broadcast by WQXR . . . concert programs by the world's greatest artists, composers, orchestras. More than half a million families — a city within a city — share a love for WQXR. They devote 62% of their radio listening time to WQXR . . . and more than 40,000 even pay $1 a year each for WQXR's Monthly Program Guide.

Above-average in income . . . selective in the products they buy . . . WQXR families are a discriminating market, valuable for better sales today . . . for consistent buying tomorrow. Over 80 advertisers currently use WQXR, "New York's Most Beloved Radio Station" . . . distinguished for good music and the news bulletins of The New York Times.

WQXR

AND FM STATION WQXQ

***Radio Stations of* The New York Times**

DON'T GO IN LIKE A LION AND COME OUT WITH LAMB (Ky.)!

There's no use "gamboling" your dough on Lamb (Ky.) or other such pastoral places, where people are few and dollars are fewer. For less than it takes to reach the Lambs, you can ram your message far more effectively, via WAVE, to the blue-ribbon *Louisville Trading Area* — which scales heavier than all the rest of Kentucky, combined. Ask us for *all* the facts, will ewe?

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Respects

(Continued from page 52)

Academy, Worcester, Mass.; returning to finish his formal education at the U. of Nebraska.

In school he went out for football and basketball, and what time was left away from the books was given to track and tennis.

Mr. Burke is still very fond of outdoor recreation. He often gathers a group of friends in his plane and flies them to the best nearby fishing and hunting grounds. At home he maintains a fair golf score.

"Fair golf score" is the way Harry Burke would describe his golf game. One of his outstanding features is modesty, and he is generally known—and liked—as "one of the quiet guys of broadcasting."

His wife is the former Laurine Jacobsen. They have two children, a daughter, Barbara, 19, and a son, Pat, 5.

Mr. Burke is a member of Sigma Nu, Ad Club, Adsell, Happy Hollow Country Club, University Club, Athletic Club, QB, National Aeronautical Assn., Ak-Sar-Ben, Kiwanis, Omaha and Lincoln Chambers of Commerce. Also he is a member of the Executive Council of the Covered Wagon Council of the Boy Scouts of America.

Version of Passion Play Will Be Heard Over CBS

ARCHIBALD MACLEISH, American poet and author, has completed what is believed to be the first Passion Play ever created for a radio network, Davidson Taylor, CBS vice president and director of programs, has announced.

The play, entitled "The Son of Man," contains no original text by Mr. MacLeish, but consists of an arrangement of passages from the Gospels of Matthew, Mark, Luke and John. The MacLeish play will have a background of Bach music and will be broadcast by CBS sometime during the Easter season.

Book of Quiz Kids

THE HUMAN INTEREST side of the *Quiz Kids* program, and of the children themselves is told in an illustrated book titled *The Quiz Kids*, by Eliza Merrill Hickok (Houghton Mifflin Co., Boston; $2.50). Miss Hickok has been researcher, chaperone, and adopted aunt of the Quiz Kids since the program's beginning. She tells how Joe Kelly was selected as master of ceremonies, how the children are chosen, and the different personalities among them, and how guest comedians—Fred Allen, Jack Benny, Bob Hope—have behaved as m.c.'s on the show. The book is written in a light, popular style, with humor, and with a deep understanding of children.

Canadian Stations Get Questionnaire

RENEWAL of Canadian Broadcasting station licenses on April 1 hinges on recommendation of board of governors of Canadian Broadcasting Corp., who have asked for the first time that stations submit plans for the year's public service broadcasting. Questionnaire has gone to all Canadian stations from George Young, CBC station relations director, Toronto. Answers are to be filed with CBC by March 10.

Stations are being asked to undertake operation in compliance with provisions of the Canadian Broadcasting Act (1936), and to perform the duties of a trustee of a radio frequency; to list how many hours of average weekly broadcasting time will be devoted to programs of paid non-staff talent, unpaid non-staff talent, staff talent, community activities, talks and discussions on public affairs, and other local live broadcasts. Stations must report planned percentage of total revenue to be paid to local live talent, what percentage of total revenue is to be used for all local live sustaining programs.

CPA Sees Set Gain

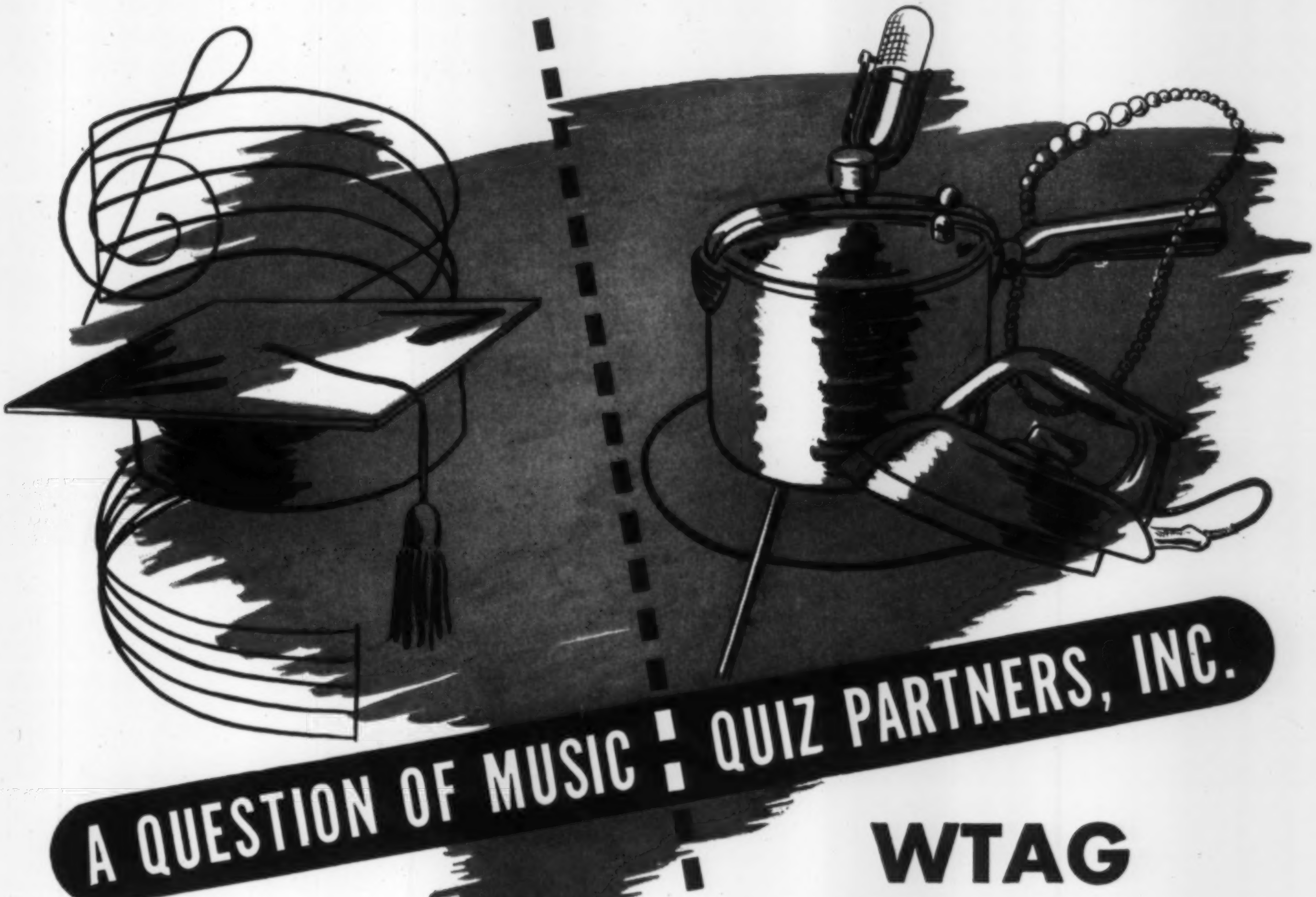
MANUFACTURERS of radio receivers are expected to gear their production to increased output of combination or radio-record player models and television sets, according to a production outlook for 1947 by Civilian Production Administration. Production of table sets is at a record level, almost twice the 1940-41 monthly average, says CPA, and current demand is now apparently being met. CPA forecasts increases in car radios as fast as steel becomes available.

BBC's EARS BOXED
Afraid of Politics, Accuses Laborite M.P.

ACCUSATIONS that BBC was too timid to broadcast controversial political discussion yet so bold as to devote "70%" of its humor to smutty sex stories were made during a House of Commons debate a fortnight ago, according to a report in the *London News Chronicle* reaching New York last week.

The *News Chronicle's* parliamentary correspondent reported that Mrs. Jean Mann, Laborite M. P., had asserted that British listeners were not getting their money's worth from the BBC air.

"After referring to the increased number of divorces, the problem of illegitimate children and parents who took their responsibilities too lightly," the correspondent wrote, "Mrs. Mann suggested that encouragement to regard 'that sort of thing as the highlight of happiness could be found in the broadcasts of bands, crooners and even ITMA'." ITMA is one of Britain's most popular variety programs.


A QUESTION OF MUSIC : QUIZ PARTNERS, INC.

WTAG
Scores Big Hit

with Quiz Shows of Network Calibre Keyed for Local Appeal

Leave it to WTAG experts when it comes to promoting audience response, a natural goal sought by every advertiser. They've scored again with two smash-hit quiz shows, QUIZ PARTNERS, INC.† and A QUESTION OF MUSIC.† Quiz Partners, Inc., an audience participating show with "dividends" and stockholder's bonus prizes ranging from pressure cookers to pearls, fills WTAG's Little Theatre five days a week.

A Question of Music is an informal and entertaining daily half-hour with the WTAG Jury of Experts, who answer questions submitted by listeners. An amazing listener mail response, with questions touching all phases of music from Bach to Beale Street, keeps the program sparkling and fast-moving. Noted personalities visiting Worcester frequently appear as guest jurors.

No wonder WTAG programs pay big dividends to advertisers in this $300,000,000 high income* market

†Both of these shows available for participation.
**Food purchases 53% above national average.*

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC
5000 Watts

5,000
WATTS
DAY and
NIGHT!

WJHP
Jacksonville
Florida

Miles and Miles
of Extra Coverage
Plus
A Station
Listening Index
Exceeding Average*
MBS Stations by

8 a.m. to Noon Mon. - Fri. 9.3%
Noon to 6 p.m. Mon. - Fri. 44.%
6 p.m. to 10 p.m. Mon. - Fri. 32.4%

*Hooper Chart of Station
Listening Indexes
Oct.-Nov. 1946

"When Buying Mutual
BUY WJHP"

National Representatives
JOHN H. PERRY ASSOCIATES
NEW YORK . PHILADELPHIA
DETROIT . CHICAGO
ATLANTA

PRODUCTION

BOB BODDEN, former program director at WCLO Janesville, Wis., has joined KROS Clinton, Iowa, in similar capacity. He succeeds **JACK HUBBARD** who resigned to join sales staff of Pillsbury Mills Inc., Feed Mills Division.

LEE JONES, announcer at KLZ Denver, has been awarded full scholarship to attend Harvard Law School. Harvard awarded such scholarships to 20 enrollees throughout nation with highest undergraduate records. Mr. Jones has worked as full time announcer at KLZ while earning his degree at U. of Denver.

Mr. Jones

JEAN GOSE, formerly with radio department of Anfenger Adv., St. Louis, has been named education director of KMOX that city.

BILL PHILLIPS, announcer at WLBR Lebanon, Pa., has resigned to join WFMZ, proposed FM outlet in Allentown, Pa. **PAUL MITCHELL** and **JAY TAUB**, both new to radio, have joined WLBR announcing staff. **ANITA SULLIVAN** has joined station's continuity department.

MYRON J. BENNETT, writer-producer-announcer formerly with KRNT Des Moines, KWK St. Louis, and other midwest stations, has joined production department of KCBC Des Moines. He will produce three daily shows.

CHARLES LAMMERS, director of dramatics at WLW Cincinnati, has been elected as honorary member of Thespians, national high school dramatic group.

HARRY R. LUBCKE, Don Lee Broadcasting System director of television, March 10 will speak on "Television in Hollywood" at luncheon meeting of Los Angeles Electric Club.

HUGH WEDLOCK and **HOWARD SNYDER** have withdrawn from writing staff of CBS "Ginny Simms Show" to write for forthcoming Abbott and Costello picture at Universal.

STUART NOVINS, assistant to CBS Western division director of public affairs, March 12 will discuss "Effective Use of Radio," in an address to radio representatives of Greater Los Angeles Auxiliary.

AL STEIN, radio freelancer formerly with WIND Chicago and WIBC Indianapolis, has joined announcing staff of KRUX Phoenix. He will conduct station's all-night record show.

BERNIE SMITH, formerly in publicity department of Young & Rubicam, Hollywood, has been named writer-producer of West Coast portion of CBS "We the People."

JOHN D. MALOY, WCOP Boston program manager, toured Vermont March 5-7, to speak before faculty and students in teacher education institutions there.

FRANK ROBINSON BROWN, Hollywood announcer-producer, portrays himself in the Charles R. Rogers Productions film, "The Fabulous Dorseys."

HERB FUTRAN, continuing as writer, has resigned as director of NBC "Woman in White."

NORMA JEAN NILSSON, 9-year-old actress on CBS "Jack Carson Show," has been signed for film role in "The Gangster," King Brothers production.

WILLIAM GALLAHER, educational director of KYW Philadelphia, has returned to his duties after a long illness.

TOM SNOWDEN, program manager of WEED Rocky Mount, N. C., has been named to head publicity committee for annual Eastern Carolina Fat Stock Show to be held in Rocky Mount in April.

JOHN TANSEY, production manager of WRVA Richmond, Va., is the father of a boy.

RUSS HALL, formerly in radio in New Mexico, and **JOHN McLANE**, formerly with KRRV Denison, Tex., have joined announcing staff of WFAA Dallas.

JACK PETERSON, manager of program operations at WIS Columbia, S. C.; **CHRISTIE ZIMMERMAN**, WIS women's director; **CHARLES BELL**, station's chief control engineer, and **STEVE LIBBY**, WIS promotion manager addressed Columbia High School division of National Honor Society using subject, "Radio as a Future for Teen-age South Carolinians."

CECIL NORTON, former announcer of KPRO Riverside, Calif., has joined KWKW Pasadena in similar capacity.

RONALD C. OXFORD, television and FM executive producer of KFI Los Angeles, March 1 addressed district meeting in Los Angeles of American College Public Relations Assn. on "What Television Wants From Colleges and Universities."

JOSEPH H. BECK, television director of WTCN Minneapolis, accompanied by Sig Dahlquist, director of North Star Drama Guild, has been in Hollywood for two weeks looking over West Coast television, radio and theatre operations.

ROBERT FENN, former producer of BBC London, is to establish himself in Hollywood.

DON WILSON, Hollywood announcer, has been signed to narrate scenes in "The Corpse Came C. O. D.," Columbia film version of mystery novel by that title.

NORMA BARNETT, music librarian of KGFJ Hollywood, has resigned.

MERRITT COLEMAN, in charge of operations at WCBS-TV New York, CBS television station, is the father of a girl, Betsy.

SAMUEL B. DICKSON, writer-producer at KPO San Francisco, is author of a book titled "This Is My Home," to be published by Stanford U. Press. Book is based on W. & J. Sloane Co. program, "This Is Your Home," which Mr. Dickson writes for KPO.

JACKSON LOWE, record m.c. at WWDC Washington, is the father of a girl, Jo Lynn.

GIL DOUD, writer-producer at KGO San Francisco, has resigned to collaborate with **BILL TOLLMAN** in Hollywood, on writing of "The Adventures of Sam Spade."

JOHN M. GUEST has joined announcing staff of WOWO and WOWO-FM Fort Wayne, Ind.

ERNIE LEE, folk singer, formerly with NBC "Plantation Party," has joined staff of WLW Cincinnati, starting 15-minute program, Tues. and Thurs. 10 a.m.

BENNE ALTER, formerly with WMT Cedar Rapids, Ill., and Ambro Adv., that city, has joined program department of WHBF Rock Island, Ill.

HOWARD DUFF, star of CBS "Adventures of Sam Spade," has been signed by Universal-International Studios for role in film, "Brute Force."

AGNES MOOREHEAD, co-star of CBS "Mayor of the Town," has been signed for major role in Walter Wanger Productions film, "Lost Love."

MILTON SHREDNIK, music director of KOA Denver, has been chosen sole judge to select queen and two attendants of spring formal dance at Pueblo Junior College, Pueblo, Col.

BILL BROWN, former WHA Madison, Wis. announcer, has joined staff of WNEB Worcester, Mass., in similar capacity.

ROBERT F. LAMERE, formerly with WKAY Glasgow, Ky., has been named program director at WLBH Mattoon, Ill.

ANNE HAYES, director of women's activities at KCMO Kansas City, Mo., has been presented two special awards by Parent Teachers Assn. "for meritorious work with children in the interest of home, school, and church."

LINDA SHERWOOD has joined WIP Philadelphia as vocalist.

DAL GRAY, formerly of CKRN Rouyn, Que., and CFRN Edmonton, has joined announcing staff of CKWX Vancouver.

BOB HUGHES has joined CKWX Vancouver, as continuity writer. He was formerly freelance vocalist on CKWX commercial programs.

PAUL REED and **IRV MORRISON** have joined announcing staff of CHEX Peterborough, Ont.

AL JARVIS, m.c. of "Make Believe Ballroom" on KLAC Hollywood, has been named technical advisor on broadcast sequences of Universal-International Studios' picture, "For the Love of Mary."

Ski Safety

NORRIS G. GESAS, writer and producer of "Winter Sports Bulletin," show heard on KLO Ogden, Utah, devoted to ski news and ski safety, broke his right leg in two places and sprained his left leg while skiing at Snow Basin. "Winter Sports Bulletin" went on air as usual, however, with Mr. Gesas writing show from his hospital bed and bringing out new angles on safety, gleaned from first hand experience.

STERLING FISHER, NBC assistant public service counselor, has announced his candidacy for mayor of Tarrytown and North Tarrytown, N. Y.

LEN LEVINSON, Hollywood freelance script consultant, and **DEL SHARBUT**, announcer, have optioned Chic Young comic strip "Colonel Potterby and the Duchess" for packaging as weekly 30-minute situation comedy program.

GORDON ALLEN, announcer of CKGB Timmins, Ont., is the father of a girl, Merle.

GORDON GRAY, formerly with WAKR Akron, has joined announcing staff of WJR Detroit.

TONY FREEMAN, former orchestra conductor at KPO San Francisco, has been named musical director of station, succeeding **CARL KALASH**, resigned.

GIL THOMAS, writer-producer formerly with KFI Los Angeles and KQW San Francisco, has joined KGO San Francisco.

3 Mutual Programs to Go Off Air Late This Month

THREE Mutual programs will be discontinued at the end of this month, with General Foods canceling two shows and *Seventeen* magazine discontinuing the *It's Up to Youth* series.

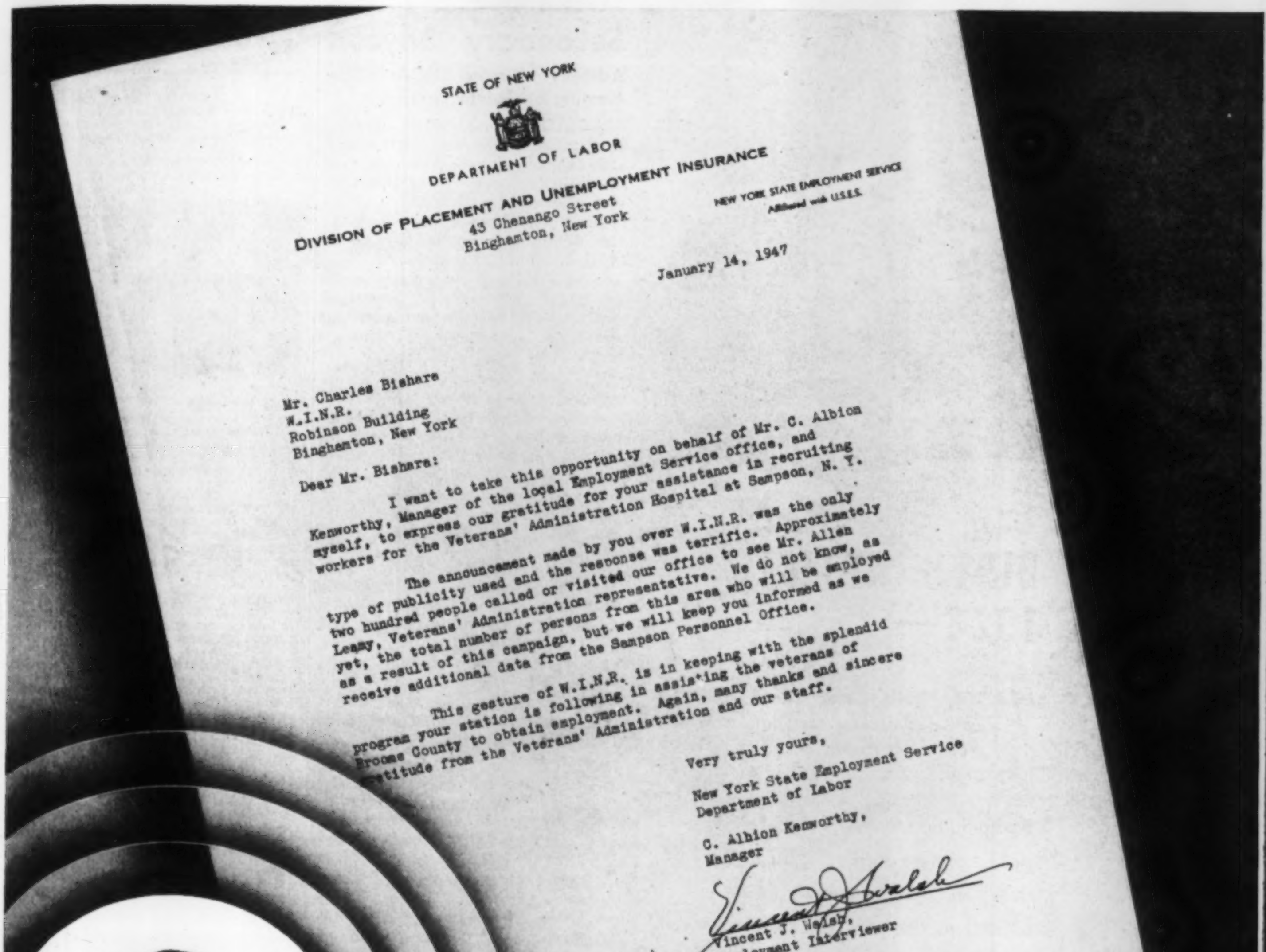
The *Buck Rogers Show* currently heard on MBS Mondays through Fridays, 4:45-5 p.m., on behalf of the General Foods "Post's Corn Toasties" product, will go off the air after the broadcast of March 28. The other General Foods show, *McGarry and His Mouse*, heard Mondays, 8:30-9 p.m., for "Sanka," will be discontinued on March 31.

Seventeen Magazine, New York, will cancel *It's Up to Youth*, heard on MBS Wednesdays, 8:30-9 p.m., on March 26.

Agency for the "Post's Corn Toasties" is Benton & Bowles, New York, while Young & Rubicam, New York, places the business for "Sanka." Al Paul Lefton, New York, handles the *Seventeen* Magazine account.

Summer Hiatus

LADY ESTHER SALES CO., sponsors of *Screen Guild Players* on CBS, Mon. 10-10:30 p.m., will take an eight week summer hiatus from July 7 to Sept. 8. Agency is Biow Co., New York.



STATE OF NEW YORK
DEPARTMENT OF LABOR
DIVISION OF PLACEMENT AND UNEMPLOYMENT INSURANCE
43 Chenango Street
Binghamton, New York

NEW YORK STATE EMPLOYMENT SERVICE
Affiliated with U.S.E.S.

January 14, 1947

Mr. Charles Bishara
W.I.N.R.
Robinson Building
Binghamton, New York

Dear Mr. Bishara:

I want to take this opportunity on behalf of Mr. C. Albion Kenworthy, Manager of the local Employment Service office, and myself, to express our gratitude for your assistance in recruiting workers for the Veterans' Administration Hospital at Sampson, N. Y.

The announcement made by you over W.I.N.R. was the only type of publicity used and the response was terrific. Approximately two hundred people called or visited our office to see Mr. Allen Leamy, Veterans' Administration representative. We do not know, as yet, the total number of persons from this area who will be employed as a result of this campaign, but we will keep you informed as we receive additional data from the Sampson Personnel Office.

This gesture of W.I.N.R. is in keeping with the splendid program your station is following in assisting the veterans of Broome County to obtain employment. Again, many thanks and sincere gratitude from the Veterans' Administration and our staff.

Very truly yours,

New York State Employment Service
Department of Labor

C. Albion Kenworthy,
Manager

Vincent J. Walsh
Vincent J. Walsh,
Employment Interviewer

JW:ma

WINR'S *Listeners Make* WINR'S *Advertisers* WINNERS

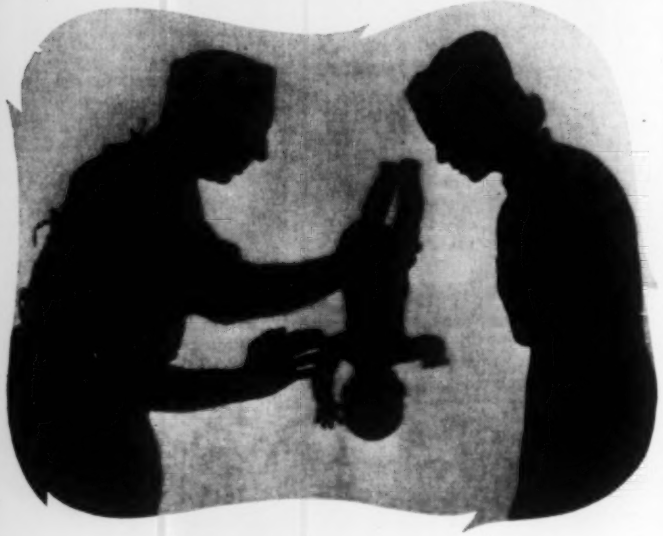
Whether your message is of public service or for private gain, the way to win its greatest acceptance by the 225,000 people in the Triple Cities is to send it through the channel that wins their attention — WINR. And these people average more spending money per year than those in any other city over 75,000 in New York State.

DAVID CARPENTER, *General Manager*

HEADLEY-REED, *National Representatives*

NBC *in the Triple Cities*

ENDICOTT
BINGHAMTON
JOHNSON CITY



BIRTH NOTICE, 1923—

MEMPHIS, TENN., Jan. 23—Born to *The Commercial Appeal, the South's greatest newspaper, one lusty radio station, christened WMC*

Radio Station WMC was created as a public service medium. Since 1923, this aim has consistently been expressed in the program structure of this pioneer station in the Mid-South.

That is why today the Mid-South area of 684,460 radio homes looks to WMC, listens to WMC, with a feeling of loyalty founded on complete trust.

* B.M.B.'s 1946 report.

—the station with the billion dollar market area

WMC

★ MEMPHIS • NBC • 5000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES, THE BRANHAM CO

MEMPHIS' **DOMINANT** RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

AFRA Group Views Secondary Boycott

Advisory Group Holds First Meeting on Talent Problem

SPECIAL five-man AFRA committee authorized by the NAB board last January to report on developments in the talent union situation met Wednesday in Washington. The committee reviewed the whole problem. While no indication was given of the committee's action, it was expected at least one more meeting will be held before a report is ready for the board's next meeting, scheduled May 21-22 in Washington.

The board became embroiled in an argument over the AFRA-network contract at the San Francisco meeting Jan. 5-7 after several directors insisted that the contract be thoroughly explored to detect any phrase or hidden sentence that might pertain to secondary boycott.

Boycott Opposed

In negotiating the contract, network representatives had taken a flat stand against such a boycott, even in face of a threatened nationwide AFRA strike. The contract contains a clause in which networks and AFRA agree to appoint a joint AFRA-industry committee to explore the whole subject of relations between the industry and union.

Under this clause NAB was expected to name industry representatives to the committee. Fearing such action might be an endorsement of discussions touching the boycott subject, the board instead ordered President Miller not to name NAB or industry representatives to a joint board. Instead, he was directed to appoint the exploratory committee.

Attending the committee meeting were Roger Clipp, WFIL Philadelphia (ABC affiliate); John Elmer, WCBM Baltimore (MBS affiliate); John J. Gillin Jr., WOW Omaha (NBC affiliate); I. R. Lounsberry, WGR Buffalo (CBS affiliate); Herbert Pettey, WHN New York (independent). Attending for NAB were President Miller; C. E. Arney Jr., secretary-treasurer; Richard P. Doherty, director, Employe-Employer Relations Dept.

Book on British TV

FIRST postwar edition of "Television Receiving Equipment," a technical publication in the field of video in Britain, has been published by Iliffe & Sons Ltd., Dorset House, Stamford St., London, S. E. 1., for *Wireless World*. The author is W. T. Cocking, M. I. E. E., for many years associated with *Wireless World*, who is also editor of *Wireless Engineer*. Important detail improvements in technique in British television are covered by the author in 48 additional pages. Book now contains 354 pages of text matter and 210 illustrations.

MANAGEMENT

ROY J. BOWMAN, assistant manager of KGFF Shawnee, Okla., has been named general manager. He succeeds his wife, Maxine, who resigned Mar. 1.

KING H. ROBINSON, director of public relations and chief of studio operations at KTRH Houston, Tex., has resigned to become general manager of KATL Houston, scheduled to begin operation April 1 on 1590 kc with 1000 w. Mr. Robinson, joined KTRH in 1930, assisting in construction of station's plant and studios. He had formerly been with KTUE Houston and WBAP Fort Worth.

Mr. Robinson

ADRIAN SAMISH, ABC New York vice president in charge of production and television, is in Hollywood for two weeks lining up new network programs to originate from West Coast.

DUANE PETERSON, former auditor for KRNT Des Moines, has been named manager of KRNT Radio Theatre, Mr. Peterson has served as assistant manager of theatre, which KRNT began operating last September.

ROBERT A. KELLEY, manager of WKXL Concord, N. H., is convalescing at home following injuries received when he slipped on snowy sidewalk.

HARRY McTIGUE, vice president and general manager of WINN Louisville, has responded favorably to treatment following cardiac condition which developed last month. [BROADCASTING, Feb. 24]. He is expected to return home shortly but may not be at his office for several weeks.

IRVING F. TEETSELL, sales manager at WFPG Atlantic City, N. J., has been named general manager of station, succeeding **E. E. KOHN**, resigned. Mr. Teetsell was formerly with WJTN Jamestown, N. Y., joining WFPG in January 1946.

Mr. Teetsell

DON SEARLE, ABC vice president in charge of Western Division, has been in San Francisco conferring with **GAYLE GRUBB**, manager of ABC station, KGO.

KARL O. WYLER, general manager of KTSM El Paso, Tex., has been elected to the El Paso City Council.

E. R. FERGUSON, general manager of WDIA Memphis, is the father of a boy, Richard Harrison.

JOHN M. RIVERS, owner and manager of WCSC Charleston, S. C., and **RICHARD H. MASON**, manager of WPTF Raleigh, N. C., are on ten-day cruise with Atlantic Fleet in Carribbean area as guests of Navy Dept.

G. A. RICHARDS, president of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, and his assistant **HARRY WISMER**, are in Los Angeles to supervise opening activities of newly installed 50,000-w operation at KMPC.

R. G. SOULE, vice president-treasurer of WFBL Syracuse, N. Y., is on six-week vacation at Pompano, Fla.

E. A. (Bob) ALBURTY, general manager of WHBQ Memphis, has been appointed chairman of program division of Sixth District, NAB.

JUSTIN MILLER, president of NAB, is to be guest speaker at annual banquet of Canadian Assn. of Broadcasters at Jasper, Alta., June 10.

ARTHUR HULL HAYES, general manager of WCBS New York, has been appointed chairman of radio division of special gifts committee of Cardinal's Committee of Laity for 28th annual appeal of New York Catholic Charities.

Announcing!

. . . NEW 1304 CABINET TYPE REPRODUCER SETS

Here are two brand new Western Electric Reproducer Sets for broadcast stations, recording studios and other professional users—designed from the ground up to bring out the full quality of today's finest transcriptions and records.

The 1304A includes the popular 9A Reproducer; the 1304B has the new 9B. Both equipments are available, less cabinet, as the 304A and 304B Reproducer Panels respectively. An entirely new drive mechanism with a belt and one-step helical gear reduction at both 33⅓ and 78 rpm provides constant-speed operation and extra long life. Mechanical filters isolate the turntable effectively from vibration in the motor, the driving mechanism, and the cabinet.

A new, more efficient, *electrical* method of changing turntable speed, based on reversing the direction of rotation of the motor, eliminates the usual clash gears or planetary ball devices.

The attractively styled cabinet is adjustable in height to match various operating requirements. For full details, see your local Graybar Broadcast Equipment Representative—or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N.Y.

Designed by Bell Telephone Laboratories

Western Electric

—QUALITY COUNTS—

Western Electric

Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES

AGENCIES

CARL C. WICKSTROM, former account executive of Western Adv., Los Angeles, has joined J. W. Eccleston Jr., Adv., that city, as media director and production manager. **JUNE G. MARSH**, formerly of Schwimmer & Scott, Chicago, has been named fashion coordinator of agency.

NORTON W. MOGGEE, vice president in charge of Los Angeles office of J. Walter Thompson Co., March 15 resigns to establish his own advertising firm. He has been with agency for 14 years. **ROBERT B. SHIREY**, senior account executive of agency's Los Angeles office, will succeed Mr. Moggee as manager. Mr. Shirey has been with agency for 13 years.

Mr. Moggee

FRANK NEWTON, former account executive of Pacific Coast Adv., San Francisco, has opened his own advertising agency in the same city.

FELIX SUTTON, copy supervisor of Kastor, Farrell, Chesley & Clifford, New York, and **ROBERT E. SHAW**, agency's art director, have been named vice presidents.

GERTH-PACIFIC Adv., San Francisco, has opened Seattle office with **JEAN HADLEY**, former manager of Seattle office of Manson-Gold Agency, as manager.

RUFUS RHOADES, partner in Rhoades & Davis Adv., San Francisco, has sold controlling interest in that agency to his partner, **ROBERT O. DAVIS**. Devoting major portion of time to his interest in food manufacturing field, Mr. Rhoades will continue to act as special counsel and retain financial interest in agency.

ROY CAMPBELL Jr., former sales development manager of Lockheed Aircraft Corp. and general manager of Western Adv., Chicago, has been named marketing director of Foote, Cone & Belding, Chicago. **EUGENE W. COOPER**, former vice president and account executive of Grant Adv., Chicago, has joined Foote, Cone & Belding in similar capacity.

HENRY O. WHITESIDE has been elected vice president of Gardner Adv., St. Louis. For past three years he has been director of research and in recent months has served as assistant to president.

HERBERT A. CARLSON, account executive for Henri, Hurst & McDonald, Chicago, has been elected a vice president of agency.

EMIL V. LOTRUGLIO, assistant production manager of Charles Dallas Reach Co., Newark, N. J., has been appointed traffic manager.

ADRIAN BRYAN, former account executive at Lester Harrison Inc., New York, has joined Whitbey Assoc., that city, as copy chief.

GLADYS PHELAN, former associate copy chief for Jergens products at Lennen & Mitchell, New York, has joined Robert W. Orr & Assoc., that city, in same capacity.

SCHOENFELD, HUBER & GREEN, Chicago, have moved offices to 360 N. Michigan Ave. Telephone: State 7976.

ROBERT HOLLEY & Co., formerly located in RKO Bldg., New York, has moved to Galvin Bldg., 236 W. 55th St., that city, also retaining branch office in RKO Bldg.

WALSH Adv., Windsor, Ont., has opened offices at Montreal, with **LEO COX**, formerly of J. J. Gibbons Ltd., as manager, and at London, England, where offices are located at Argyle House, 29 Euston Road. **GEORGE AKINS**, president, and **ROGER IRWIN**, account executive, are in England to open London branch.

HOWARD W. NEWTON, vice president and copy chief of J. M. Mathes Inc., New York, for eight years, resigned to join Donahue & Coe, that city, in similar capacity.

EDWARD ROSENWALD, formerly with Biow Co., New York, as an account executive, has been named vice president of Louis G. Cowan Inc., New York.

Mr. Rosenwald

MANFRED DARMSTADER, formerly with Geyer, Newell & Ganger, New York, has joined Maxon Inc., New York, as copy director.

DANIEL E. BROWN Adv., New York, and **ALEXANDER J. KURK Adv.**, that city, have merged to form Kurk & Brown Inc., with offices at 142 W. 32d St.

ARTHUR KRON, executive vice president of Gotham Adv., New York, March 12 will address luncheon meeting of American Marketing Assn., New York, on "Radio Advertising in Latin America . . . Its Problems and Advantages."

JOHNSON Adv., Seattle, has opened San Francisco offices at 441 Powell St. **NORMAN MORK**, formerly with Pacific Coast Adv., San Francisco, has been named manager of new office.

J. WALTER THOMPSON Co., New York, has signed two year option contract, effective October 1947, with Fred Allen. Agency handles Mr. Allen's show on NBC, Sun., for Standard Brands.

JOHN D. HYMES, business manager of radio division of Biow Co., New York, is the father of a girl, Barbara Nell.

CAMPBELL-EWALD Co., New York, basketball team, March 3 defeated NBC team to win Advertising League championship of Rockefeller Center.

ROBERT S. SIMPERS, account executive of J. Walter Thompson Co., New York, March 31 is to resign from agency.

ALEXANDER STRONACH, former program manager with Young & Rubicam, New York, has joined radio sales department of William Morris Agency, that city.

J. J. HANSELMAN has joined Short & Baum Adv., Portland, Ore., as account executive. **CHARLES MANNELL** has joined agency's production staff.

ED RICE, writer in television department of J. Walter Thompson Co., New York, March 7 addressed the production seminar class of Television Workshop, New York, on "Problems of Writing a Commercial Television Program."

W. RAYMOND FOWLER, vice president and account executive supervisor of Needham, Louis & Brorby, Chicago, has been elected to agency's board of directors, succeeding the late **HARRY PHELPS**. Mr. Fowler joined agency 12 years ago.

ALVIN RAIDER, former sales representative of WQQW Washington, has joined Alvin Epstein Adv., that city, as account executive.

RALPH H. JONES, of Cincinnati agency by same name, March 2 presented three-minute discussion on "We Must be Vigilant" program on WLW Cincinnati, speaking on topic "Advertising Makes Your Job More Secure."

MARSHALL F. BACHENHEIMER, former vice president of Lester Harrison Inc., New York, has been appointed a vice president and director of Chernow Co., New York.

WILLIAM B. LEWIS, vice president and radio head of Kenyon & Eckhardt, New York, and **ARTHUR MOORE**, producer at agency, are in Hollywood auditioning new programs.

LOURIS K. TISCHLER, partner in Showalter, Singer & Tischler, Hollywood, has resigned to join Jeanette Cain Adv., Los Angeles, as office manager and account executive. Former agency will operate under name of Showalter & Singer Inc., with filing of corporate papers.

CLAYTON NORVAL LaVENE, formerly of Hixson-O'Donnell Adv., Los Angeles and **WILLIAM J. SCAMMON**, formerly with Clayton Mfgr. Co., Alhambra, Calif., have joined West-Marquis, Los Angeles, as account executive and public relations director, respectively.

ALFORD R. POYNTZ Adv., Toronto, has opened office at London, Ont., with **W. W. McILVEEN** as manager.

MARGARET KING EDDY and **WILLIAM WRIGHT** have been elected vice presidents of J. Walter Thompson Co., New York. Assistant treasurers also elected are **ROBERT WHITE** and **WALTER C. MEINCKE.**

IRWIN SALZMAN, former account executive of David Olen & Assoc., Los Angeles, has joined Hugo Scheibner Inc., that city, in similar capacity. He replaces **PHIL LANE**, resigned.

GAIL WRIGHT, publicity director of John Freiberg & Co., Los Angeles, has resigned to freelance.

KEN MELTON, former production manager of Conners & Co., Hollywood, has joined Dunn-Fenwick Adv., Los Angeles, in similar capacity.

NORMAN BLACKBURN, vice president of J. Walter Thompson Co., Hollywood, is now monitoring television in addition to other duties.

MARY HELEN O'BOYLE, formerly on editorial staffs of Charm and Deb Magazines, New York, has joined Jere Bayard & Assoc., Los Angeles, as fashion publicist and copywriter.

MILTON SAMUEL, publicity director of Young & Rubicam, Hollywood, has been appointed public relations chairman of Hollywood Ad Club.

PAUL E. McELROY, retired Army colonel and former advertising director of the Ethyl Corp., New York, has joined Fuller & Smith & Ross as account executive at Chicago offices.

COOPER & CROWE Adv., Salt Lake City, have moved offices to 72 W. Second South. Agency was formerly located at 221 Interurban Bldg.

RUSS CUNNINGHAM, formerly with Prairie Farmer, has joined farm service staff of Mitchell-Faust Adv., Chicago.

ROBERT L. HOWARD, radio director of Robert J. Enders Adv., Washington, has resigned to join I. T. Cohen Agency, that city, as radio director and account executive.

GRAHAME ENTHOVEN, former advertising and sales promotion manager of Pavelle Color Inc., New York has joined Federal Adv., New York, as associate on sales promotion.

ROBERT TUCKER of Foote, Cone & Belding, New York, has been appointed acting casting director for agency's radio department, succeeding **ANN HOWARD**, who has been transferred to firm's Chicago office.

LESTER LOH, vice president and art director of J. M. Mathes Inc., New York, has been appointed director of all creative departments of agency.

JANE SMITH, former unit head in marketing department of Ruthrauff & Ryan, New York, has joined House of J. Hayden Twiss, New York, as copywriter.

WILLIAM L. SHINNICK, former advertising manager of Hills Bros. Coffee Co., San Francisco, has joined Young & Rubicam, New York, as account executive on General Foods cereals.

SIMMONDS & SIMMONDS, St. Louis, has acquired additional office space in Railway Exchange Bldg., moving from 19th to 18th floor.

SHERWIN R. RODGERS, radio writer-actor, professionally known as "Robert Danon," has joined Harry J. Lazarus & Co., Chicago, as account executive and publicity director.

ERNEST G. MICHEL, formerly of Frank Oxarart Co., Los Angeles, has joined staff of Fred Stern & Assoc., publishers' representative, in that city.

DAVID E. HILL, former Salt Lake City newspaperman, has joined staff of Powell Adv., Detroit, as director of public relations.

ETHEL MERKLEN, account executive at R. T. O'Connell Co., New York, has been appointed creative director of agency.

JACOB A. EMERY, formerly with Curtis Publishing Co., has been named research director of Leo Burnett & Co., Chicago.

HARRY NEAL BAUM, advertising manager of Fairbanks, Morse & Co. for ten years, has resigned to join Gebhardt & Brockson Chicago, as account executive.

you're in good company on KMPC*

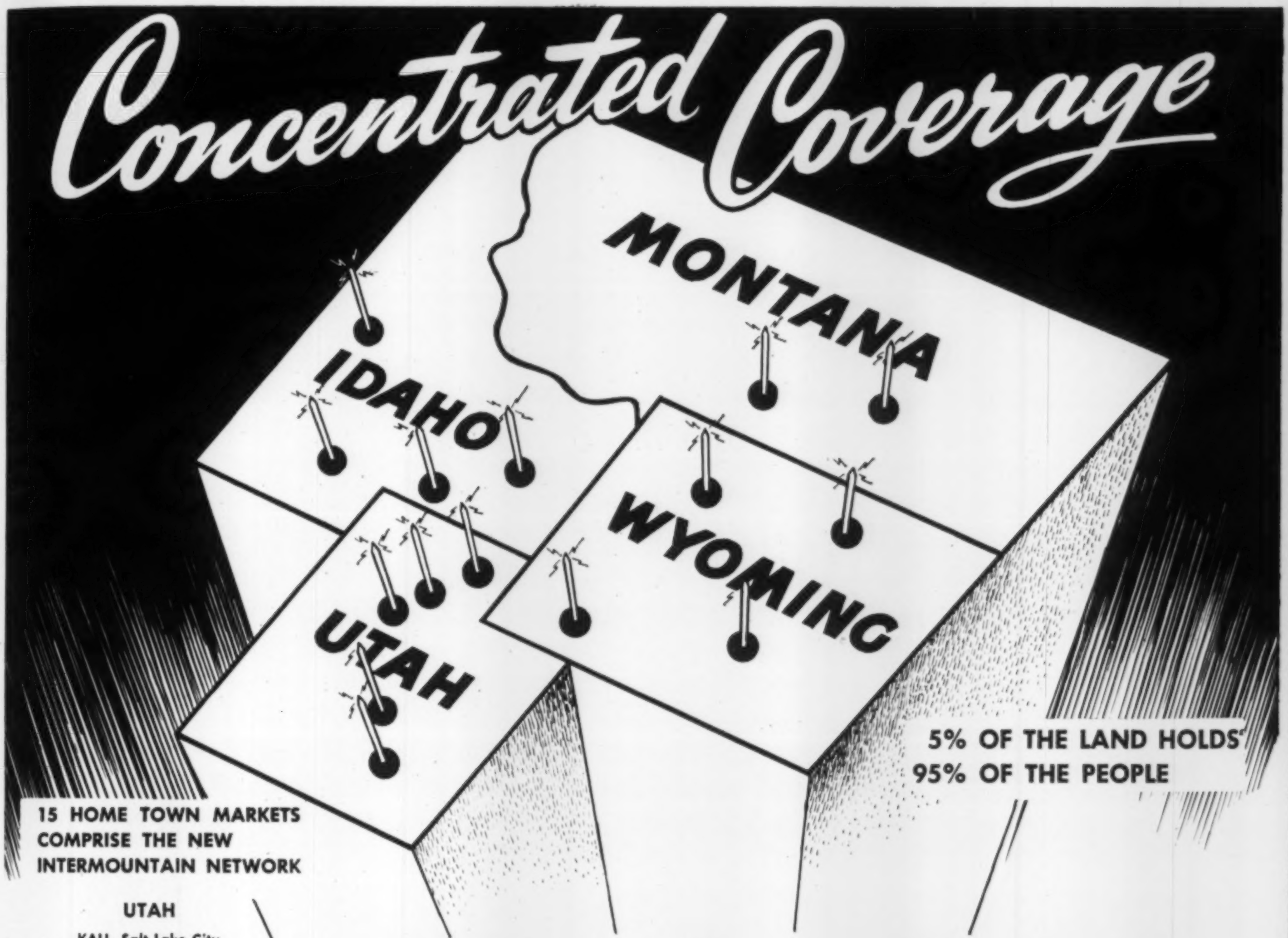
Albers Milling Company
Bank of America
Bulova Watch Company
Cat's Paw Rubber Heels
Circus Peanuts
Colgate-Palmolive-Peet
Fisher Flouring Mills
Kool Cigarettes
Langendorf Bread
Milani Foods
Pacific Telephone & Telegraph
Rit Dye
Saturday Evening Post
Simoniz Company
Vick Chemical Company

KMPC*

710 KILOCYCLES • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

*Prosperous California

Concentrated Coverage



5% OF THE LAND HOLDS 95% OF THE PEOPLE

15 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH

KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO

KFXD, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING

KVRS, Rock Springs
KWYO, Sheridan
KDFN, Casper
KPOW, Powell

MONTANA

KBMY, Billings
KRJF, Miles City

15 Home Town Markets

(Population over one million)

There are 408,976 square miles in Utah, Idaho, Wyoming and Montana — $4\frac{85}{100}$ persons per square mile on the average! But the people live in concentrated areas where Intermountain Network stations are located, giving you concentrated coverage of 15 home town markets totaling more than a million people.

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

MUTUAL
KALL

THE New INTERMOUNTAIN NETWORK

AVERY-KNODEL, Inc., National Representatives

LONDON LETTER—By William Pingrey

Close to $16 Million Additional Funds Are Requested for BBC

THE Assistant Postmaster General has asked approval for a supplementary expenditure for the BBC of 3,994,000 pounds ($15,976,000).

This sum was to cover January, February and March this year—a quarter not provided for in the original estimate of 7,500,000 pounds ($30,000,000).

The supplementary estimate, the Assistant Postmaster General said, consisted of 2,970,000 pounds ($11,880,000) for domestic networks and 1,024,000 pounds ($4,096,000) for overseas services of the BBC.

The revenue for the domestic services represents 85% of the net license revenue for the three months period. The overseas services are not supported by license payers.

* * *

Barbara Ward, BBC Brains Truster, was scheduled to depart this month for a two months lecture tour of America for the Foreign Policy Assn. She said she planned to spend some time with CBS and other U. S. radio networks.

* * *

The *London Star* reported that BBC was completing arrangements to take over most of the British Army's radio stations throughout the world.

By this, the paper added, "the BBC will gain valuable links in an Empire radio chain. Programs travelling to or from Britain and Australia or South Africa could be made crystal-clear if these Services stations were used as boosters."

* * *

The BBC was attacked last week in the House of Commons for playing too many Bing Crosby discs during the fuel crisis.

Walter Elliot, Conservative member from the Scottish Universities, asked the Postmaster General, government minister responsible for the BBC, if the public could not have had some of the cancelled "highbrow" Third Program "even in those hours which he has consecrated to Bing Crosby and Frank Sinatra?"

* * *

Replying to Conservative party charges that there was a preponderance of "left wing speakers" on the BBC, the broadcasting monopoly issued a statement that "a fair party balance is maintained over reasonably broad periods of time."

"Taking all programs in all BBC domestic services," it stated, "the figures for broadcasts by Members of Parliament . . . for the last quarter of 1946 were: Labor 18, Conservative 15, Liberal 3, Liberal National 2, Independent 5."

The BBC said it can "discharge its trust of 'impartiality'" without applying a "political test" or attaching a "party label" to every speaker.

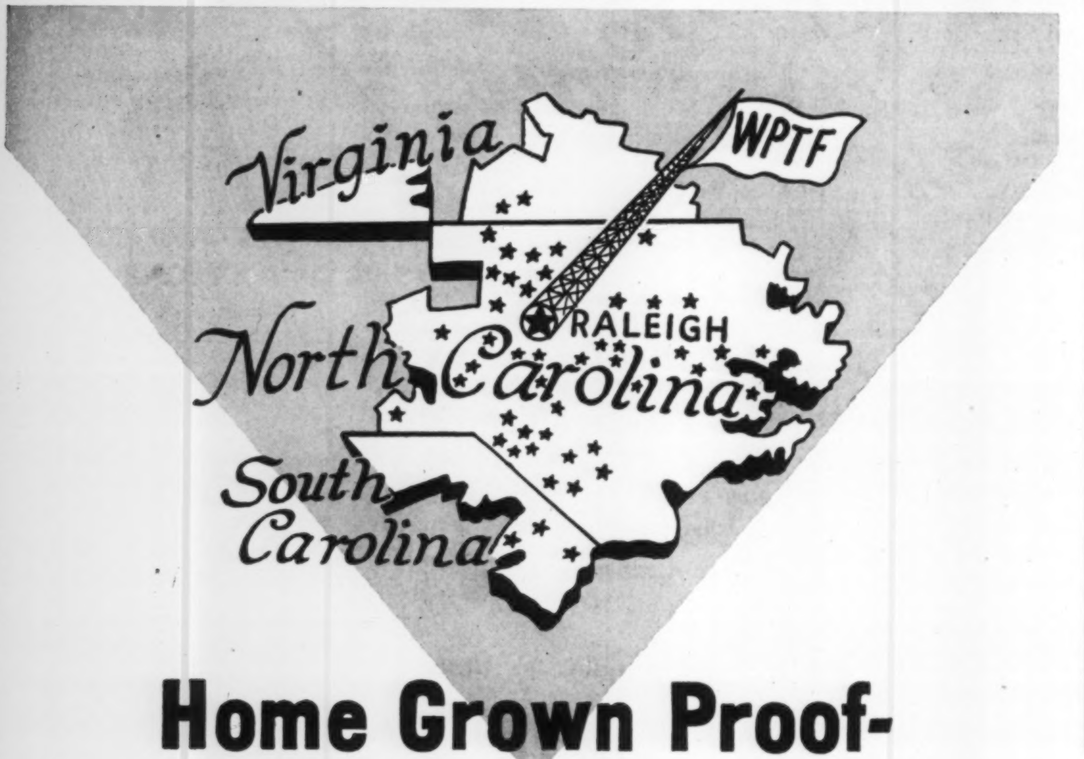
Defending the BBC, Philip Fothergill, chairman of the Liberal Party Executive, said "the truth is that they (Conservatives) have failed to secure a higher proportion of broadcasts not because of political bias, but purely because they have not got the resources to offer the nation."

Wreck Story Aired

COOPERATION of WFBG, NBC affiliate at Altoona, Pa., and of A. T. & T. linemen and a Pennsylvania State Police sergeant enabled NBC to air a broadcast from the difficult-to-reach scene of the Pennsylvania Railroad's "Red Arrow" wreck near Altoona on the *News of the World* broadcast the same day that the wreck occurred. Bjorn Bjornson, who was NBC's Stockholm correspondent during the war, did the on-the-scene remote broadcast. Engineers from WFBG assisted Walter Godwin, NBC engineer from Washington, in setting up remote equipment for the broadcast. A. T. & T. linemen strung broadcast lines from the wreck scene on the famed Horseshoe Curve to the nearest private telephone at a mine two miles away. Sgt. Sid Rutledge, of the StSate Police, did his part by leading the broadcast party over a little-known route through an open strip coal mine to the scene.

Communications Resume

COMMUNICATION between the U. S. and Rumania was resumed Feb. 25, according to an announcement by the American Telephone and Telegraph Co., New York. Telephone service between the two countries is established over a short-wave radiotelephone circuit between New York and Berne, Switzerland, and land wires between the Swiss capital and Rumania. Service with Europe has now been restored to all countries with the exception of a small number in Central Europe and the Balkans which were occupied by the Germans. Plans are under way, AT&T stated, to restore telephone service to several other countries in this area, also via the Switzerland radiotelephone circuit.



Home Grown Proof-

● **Clients in 47 different towns and cities in WPTF's listening area advertise regularly over WPTF. The action of these local and regional on-the-spot advertisers is intimate proof that WPTF is the number one salesman in North Carolina, the South's number one state!**

WPTF 680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

COMMERCIAL

EDWARD H. LLOYD Jr., formerly with sales department of WBZ Boston, has joined sales staff of WEEI that city, replacing **GORDON V. NORRIS**, who resigned to become director of sales and advertising for Vello Products, Lyndonville, Vermont.

Mr. Mathews

FRANK MATHEWS, member of sales staff of KFH Wichita, Kan., has been appointed national sales and promotion manager. He joined KFH sales department in 1939. Mr. Mathews succeeds **CLARK A. LUTHER**, who has resigned to devote time to his interest as vice president and general manager of KAKE Broadcasting Co., recipient of proposed grant for new AM station in Wichita, 1490 kc, 250 w, [BROADCASTING, Feb. 3].

J. THEODORE KENNEDY, former administrative assistant to J. Edgar Hoover, head of FBI, has joined commercial department of Sun County Broadcasting Co., Phoenix, Ariz.

PAN AMERICAN BROADCASTING Co., New York, has been appointed representative of Radio Melilla, Spanish Morocco, North Africa.

FRANK N. JONES, of WCOL Columbus, Ohio sales department, has been appointed station's sales manager.

W. S. GRANT Co., San Francisco, has been appointed sales representative for KPMO Pomona, Calif., new 500 w station on 1600 kc now under construction.

LEON WRAY, account executive of Don Lee Broadcasting System, has been appointed public education chairman of Hollywood Ad Club.

HERBERT L. KRUEGER, WTAG Worcester, Mass. commercial manager, has been appointed local chairman of radio publicity for current Red Cross Drive.

PAUL MULVIHILL, of Toronto office of National Broadcast Sales, is the father of a girl.

GERRY HALL, of commercial department at CKGB Timmins, Ont., is the father of a boy.

WHITNEY CLEMENT, account executive of KSFO San Francisco, has resigned to open his own business.

G. F. BAUER, sales manager of WINN Louisville, has been appointed chairman of publicity committee of NAB Seventh District.

CHARLES G. BURKE, sales manager of WJR Detroit, has been elected president of Retreiver Club of Michigan.

BOB SHREVE, veteran of 10 years in radio, has joined sales staff of WOWO Fort Wayne, Ind.

R. P. GRIFFITH, sales executive of WFPG Atlantic City, N. J., has resigned to join WPIT Pittsburgh in similar capacity.

CHNC New Carlisle, Que., has appointed Joseph A. Hardy & Co., Toronto and Montreal, as exclusive representative.

KVSM San Mateo, Calif., has appointed Gene Grant & Co., Hollywood, as national sales representative.

JOHN R. OVERALL, MBS division sales manager, is the father of a boy, John R. Jr.

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2 Firms to Make Records Of Entire Operas Soon

RECORDINGS of operas in their entirety will be made available to the public in the near future as the result of separate contracts signed by Columbia Recording Corp., New York, and RCA Victor, New York, with the Metropolitan Opera Co.

The five-year contract between Columbia Recording and the Metropolitan provides for two operas each year to be recorded by Columbia directly from the stage of the famous New York Opera House.

KCOL, FORT COLLINS 250-W OUTLET, STARTS

ALTHOUGH its new, modernistic transmitter-studio-office building is not scheduled for completion until April 15, KCOL Fort Collins, Colo., went on the air March 1 as a full-time 250-w outlet on 1400 kc. Temporarily the station is broadcasting from a frame building adjoining its new studios, which have been under construction since Nov. 1. Composite transmitter and speech input equipment are being used for the present while the station awaits delivery of a new Collins double console and transmitter.

Mr. Kahle

General partners of KCOL, which operates under the trade name of Northern Colorado Broadcasting Co., are: Douglas D. Kahle, who is serving as general manager and technical director, Jack L. Hitchcock, program director and promotion manager, and Wilbur E. Rocchio, an attorney associated with Colorado's former governor, Ralph L. Carr, in Denver. Limited partner is Warren D. Brainard, who formerly was with KFAB Lincoln.

Before assuming the KCOL general managership Mr. Kahle was an engineer with three Denver stations, KFEL, KLZ and KOA. Mr. Hitchcock formerly was announcer and special events man at KFAB and KOA. During the war he worked with OWI in San Francisco and Honolulu, and later was put in charge of setting up and programming OWI's 50 kw propaganda station on Saipan.

Marvin Griswold, formerly continuity chief at KFAB, is KCOL's commercial manager and continuity chief. Harold Austin, formerly with KOA and during the war a radar specialist with Raytheon attached to the Navy, is chief engineer.

KMAC Plea Denied

FCC announced last week that it had denied KMAC San Antonio's petition for a grant of its license renewal application without the hearing previously ordered to investigate the station's programming. Comr. E. K. Jett voted to grant. The action was taken Feb. 22, a day after FCC announced it had refused to reconsider its order for a hearing, also on programming issues, on the renewal application of KONO San Antonio [BROADCASTING, Feb. 24]. The two hearings are to be held March 4-8 before FCC Comr. Paul A. Walker in San Antonio.

INFORMATION ON new games and hobbies is presented in dramatized form on new CBC Trans-Canada network program "James and John," aired weekly from Winnipeg. Program consists of talks by two young boys, James and John, with their uncle J. J., who tells them about new games and hobbies.

What's so "alike" about *these* things?

Nylons have to get to sales on time. *Speed* counts. And Air Express delivers 'em pronto.

Great Britain's reconstruction needed blue prints quickly. International Air Express saved days in their delivery.

Transcribed radio programs can't be late! *Speed* counts—and that's why radio people use Air Express regularly.

You need the speed of Air Express, too!

You're in a business where speed counts, and Air Express can serve you well. Today, more and bigger planes are carrying your Air Express shipments at speeds up to five miles a minute. Rates are low. For example: to Air Express a 17-lb. shipment 1149 miles costs $5.74. Heavier weights similarly inexpensive. Investigate!

- Special pick-up and delivery at no extra cost.
- Direct by air to and from principal U. S. towns and cities.
- Air-rail between 23,000 off-airline communities.
- Direct air service to and from scores of foreign countries.

AIR EXPRESS

GETS THERE FIRST

Write today for Rate Schedules containing helpful shipping aids. Address Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask at any Airline or Railway Express office. Air Express Division, Railway Express Agency, representing the Airlines of the United States.

AWB Meet

(Continued from page 26)

tivate her listeners and who through her programs gives 'status' to her listeners."

Friday afternoon, a panel discussion on the theme "Radio Trends" was participated in by J. R. Poppele, president, Assn. of Television Broadcasters, who spoke on "Television's Appeal to Women"; John Hogan, president of WQXR New York, "FM & Facsimile"; Dr. Paul Lazersfeld, Columbia U. professor and co-author of *The People Look at Radio*, speaking on "The Public Looks at the Woman Broadcaster"; and Jean Rindlaub of BBDO on the subject "Advertising Looks Ahead."

Women in Television

Mr. Poppele pointed out that women make excellent television announcers, because "a pretty face on a television screen is much more appealing to a televiewer than a mustachioed Romeo with a soft voice."

Even in the demonstration of commercials, the feminine touch is important, especially in the light of a recent survey which showed that a televised message is eight times more potent than the spoken word, he said. Mr. Poppele believed that women will also gain some of the top sales positions because of the buoyant enthusiasm they can register for anything which strikes their fancy.

Mr. Hogan explained how a four-page edition of a facsimile magazine for women might be set up. Mr. Hogan said that the first page might be a digest of news interesting to the home, the second fashion news and advertising, the third food items and marketing information, and the fourth a serial story with illustrations. Regarding the various forms of radio, Mr. Hogan concluded, "We regard standard broadcasting, FM sound broadcasting, FM facsimile broadcasting and television as the four complementary parts of the radio picture and not as competitiors."

During a Saturday morning panel discussion Sally Butler, president of the National Federation of Business and Professional Women's Clubs, criticized present program standards, particularly damning "soap box operas," "alleged" comedy shows, and the "silly competition which exists among the four major networks . . ."

"Radio is too old to be adolescent," Miss Butler said, "so I say . . . wake up, radio, it's almost too late."

THE SASKATCHEWAN ASSOCIATION of Broadcasters has been revived and reorganized, and its first reorganization meeting was held at Regina during latter part of February.

Block Application Is Denied by Weber

Interested Mainly in Service For Baton Rouge, He Says

FRED WEBER, general manager of WDSU New Orleans and secretary and 18% stockholder of Bayou Broadcasting Co., a 1540-kc applicant for Baton Rouge, denied in the FCC hearings on 1540-kc cases that he ever talked with anyone about a "block application to keep Roy Hofheinz out of New Orleans."

Mr. Hofheinz and W. N. Hooper, his partner in KTHT Houston, are applying in the name of Louisiana Broadcasting Co. for 50 kw, directionalized fulltime, on 1540 kc at New Orleans. In the hearings, Earl Smith, general manager and 13% owner of WLCS, new station at Baton Rouge, testified that Mr. Weber telephoned him last October and suggested that he apply in New Orleans for the frequency sought by Mr. Hofheinz and that he replied that he was not interested [BROADCASTING, Feb. 24].

Mr. Weber, however, testified that "to the best of my knowledge . . . whatever conversations were held with Mr. Smith were: 'Are you going to apply for higher power as a result of 1540 apparently being available in the southern part of the country?' And he said, 'No,' that they were content with their operation."

Mr. Weber said his engineers told him no other frequency was available for fulltime use at Baton Rouge. If an existing Baton Rouge station changed frequencies, he noted, a channel would thus become available for his group to apply for. He asserted that he was interested primarily in providing a broadcast service to the Baton Rouge area, that he would have been interested even if there had been no 1540-kc application for New Orleans, and that, actually, he did not know there would be a conflict between the two.

Bayou Broadcasting's applicacation requested power of 250 w day and 100 w night, but a petition, is pending to amend to 50 kw day and 10 kw directionalized at night.

Opinion Meter Premier

NATIONAL premiere of General Electric Co.'s "opinion meter" is scheduled to take place beginning today (Monday) in Nashville under the auspices of WSM and the *Nashville Tennessean*. The "meter" is to be used in broadcast demonstrations in many of WSM's programs, Harry Stone, the station's vice president and general manager, announced. In addition, a poll of public opinion is being conducted throughout Tennessee, with results to be carried in daily WSM broadcasts and in the *Tennessean*. Opinion meter was designed by General Electric to measure and indicate composite opinion of as many as 120 individuals in less than 10 seconds.

NEWEST THING IN RADIO!
TRANSCRIBED TEMPERATURE JINGLES
TEMPERATURE JINGLES
120
110
100
90
80
70
60
50
Jackson Brewing's Spots Prepare It for 10° Below
NEW ORLEANS—If the temperature goes above 100 or falls lower
Singing Temperature Reports Go on Sale
CHICAGO, Jan. 25
RADIO JINGLES MAY SOON TINKLE ON TEMPERATURE
Program Producer Is Ready to Give 'Em
BY LARRY WO

TEMPERA-TUNES . . .
14-Second musical jingles for every temperature reading, from 40° below to 110° above
for live, open-end commercials
TO GET EXCLUSIVE IN YOUR MARKET . . . ACT QUICKLY!

LOW COST . . .
based on city population
UNDER 50,000 $7.00 per wk.
UNDER 75,000 $8.50 per wk.

WIRE, WRITE or PHONE DEA 5164

STARR RADIO PRODUCTIONS
360 NORTH MICHIGAN AVENUE • CHICAGO 1, ILLINOIS

ALLIED ARTS

W. L. ROTHENBERGER, former regional manager for RCA Victor Division in southern region, has been appointed manager of renewal sales in RCA Tube Dept., Camden, N. J., succeeding **DAVID J. FINN**, who has been appointed general sales manager of RCA Victor Record Dept.

JON ARTHUR AIR FEATURES, Hollywood, syndicated script library, specializing in five minute "Program Pak" service, has filed for incorporation in Sacramento. **JON ARTHUR** is listed as president and general manager. **HARRY MITCHELL**, m.c. on CBS "Meet the Missus," is vice president; **KNOX MANNING**, CBS newscaster-announcer, secretary-treasurer.

Mr. Arthur

BENET HANAU, former copy director and account executive for Adv. Counselors of Arizona, Phoenix, has opened her own advertising agency at San Jose, Calif. Offices of Benet Hanau & Assoc. are located at 77 E. Santa Clara St.

BOB OAKLEY, formerly with General Amusement Corp., has joined Bergen-Cunning Television Productions, Hollywood, as account executive.

HORACE H. SILLIMAN, district manager of New England and up-state New York territories for Bendix Radio Division, Bendix Aviation Corp, Baltimore, Md., has been appointed manager of distribution for radio and television. He replaces **J. T. DALTON**, who has been named general sales manager for Bendix radio and television [BROADCASTING, Feb. 24].

VIDEO Assoc., New York, television packaging agency, has formed television consultation service, Video Consultants, to assist advertisers, and advertising agencies in buying time, selecting shows, etc.

MARTHA VON MALOTKE, assistant to president at A. C. Nielsen Co., Chicago, has been elected secretary of company.

WALTER DITCHBURN Jr., formerly associated with several airline companies in executive capacity, has been named executive director of Midwest School for Radio Broadcasting, St. Louis.

BOB WOLCOTT Jr., former manager of Hixson-O'Donnell Adv., Palm Springs, Calif., has joined Bishop & Assoc., Los Angeles, as publicity director of newly formed public relations firm.

WILLIAM B. LINDSEY, salesman of 6000 Sunset Radio Center Recording Studios, Hollywood, has shifted to Universal Recorders, that city, in similar capacity.

Award Broadcast

FOR third consecutive year, Motion Picture Academy Awards presentation March 13 will be carried exclusively on ABC, Thurs., 11:45-12 p. m. In addition AFRS will beam program abroad to its stations. KFWB Hollywood will cover street scene and Shrine Auditorium foyer portion of the presentation.

Opener Is Sustaining

ALL COMMERCIAL announcements were cancelled for the first four days of broadcasting for KRUX Phoenix, which went on the air last Wednesday. In emphasizing public service, John D. Morgan, general manager, said, "We want both our advertisers and our listeners to become fully acquainted with our programs and policy during this four-day prevue." KRUX, the key station of the Arizona Network, is a 24-hour operation.

HIGH COMMAND of new WRNY Rochester, which began operation last month: (l to r) Harold Kolb, program director, formerly of WEDR Buffalo and WSAY Rochester; George B. Kelly, former U. S. Congressman from Rochester, president; and Lester W. Lindow, former general manager of WFBM Indianapolis, general manager.

PUBLICATION of "Chainbreak," year old monthly house organ for NBC Chicago employees, has been taken over by division's press department with March issue and is under supervision of Jack Ryan, manager of press department.

CJBR Rimouski, Que., has installed diesel power unit to supply electric power in emergencies, so that station will not have to go off the air for lack of hydro power as happened recently when electric power was cut off locally due to severe drought.

Bing Wins

A CROONERS CONTEST stirred more promotional activity than any project ever attempted by WTOD Toledo, says the station's president, Stanley Speer. Poll was conducted by the disc jockeys of the *Requestfully Yours* program. Top places went to Bing Crosby, with 44.3%, Perry Como with 30.6%, Frank Sinatra with 19.7%. A semi-classical contest is now being staged by WTOD-FM.

Du Mont TV Sets

ALLEN B. DU MONT Labs. shipped $875,000 worth of television receivers Jan. 27-Feb. 23. Dr. Allen B. Du Mont, president, said backlog of unfilled orders for video sets still exceeds $3,100,000. Du Mont is planning early deliveries to Philadelphia, Washington, Schenectady, Detroit, Chicago, St. Louis and Los Angeles.

The Nunn Stations Serve the South and Southwest

These Stations Deliver A SELLING IMPACT!

- **KFDA** ABC Affiliate
  Amarillo, Texas
  Howard P. Roberson, Mgr.
- **WBIR** ABC Affiliate
  Knoxville, Tenn.
  John P. Hart, Mgr.
- **WLAP** ABC Affiliate
  Lexington, Ky.
  J. E. Willis, Mgr.
- **WMOB** ABC Affiliate
  Mobile, Ala.
  Archie S. Grinalds, Mgr.
- **WCMI** CBS Affiliate
  Ashland, Ky.
  Huntington, W. Va.
  Joseph B. Matthews, Mgr.

Forceful Penetration In Their Respective Markets

NOTE: KFDA, WBIR, WCMI and WLAP are Represented by The John E. Pearson Co. WMOB is Represented by The Branham Co.

THE **NUNN** STATIONS
Owned and Operated by GILMORE N. NUNN and J. LINDSAY NUNN

WOL Airs Opposing View On Farmer Cooperatives

DIFFERING views on the question of farmer cooperatives have been aired by Commentators Fulton Lewis Jr. and Arthur Gaeth over WOL Washington, D. C., Mutual outlet, this month. Mr. Lewis, whose broadcasts on the subject of cooperatives resulted in the filing with FTC of a petition requesting investigation of his statements [BROADCASTING, March 3], has attacked farmer cooperatives as a new and threatening form of super big business which Mr. Lewis contends is enjoying special freedom from the taxation that private enterprise has to pay.

In answer to Mr. Lewis, Mr. Gaeth interviewed Karl Loos, speaking for the National Council of Farmer Cooperatives, and W. G. Wysor, general manager of Southern States Cooperative Inc. Mr. Loos contended that many small farmers who would be helpless if operating alone get together in a cooperative to attain effective bargaining power in selling their products and in obtaining farm production supplies and equipment. He pointed out that all cooperatives are subject to federal income taxes and pay real estate, social security, transportation, communication, excise and personal property taxes.

Mr. Wysor, explaining that Mr. Lewis had taken the position that there was tax evasion in cases where patronage refunds are paid in stock, declared that Mr. Lewis himself is a member of Southern States Cooperative, owns Southern States common stock in the amount of $61.01, and received patronage checks in the form of dividends of $10.98 for 1944, 1945 and 1946.

TORONTO ADV. & SALES CLUB has presented $1,000 to U. of Toronto for two $500 bursaries for graduate students to continue studies on marketing.

NEWLY APPOINTED director of personnel for Columbia Recording Corp., Elmer Eldridge (l), receives congratulations from the firm's executive vp, Mefford R. Runyon. Mr. Eldridge, who served three and a half years as a lieutenant commander in the Navy, formerly was chief industrial engineer for Montgomery Ward and Co.

News

JACK GRANEY, sportscaster of Cleveland Indians baseball games since 1933, and **VAN PATRICK**, former sports director of WBEN Buffalo, have been named to handle broadcasts of Indians' 1947 games over WGAR Cleveland, sponsored by General Mills and Grays Drug Stores [BROADCASTING, Feb. 24].

JIM COONEY, former reporter with Des Moines office of UP, has joined news staff of KRNT Des Moines. **GORDON GAMMACK**, KRNT newscaster, has been cited by War Dept. for his World War II service as war correspondent.

W. H. (Bill) MURPHY, formerly with KWK St. Louis and more recently manager and track announcer of events at Sportsman's Park, Phoenix, has been appointed sports director of KRUX Phoenix.

ROBERT F. HURLEIGH, director of news at WGN Chicago, March 1 joined the staff of Mutual commentators when he began new network series 8:30-8:45 a.m. (CST).

JIM WALSH, author, newspaper writer and record collector, has joined WSLS Roanoke, Va., as news editor. He also will present "Walsh's Wax Works," record show started in 1939, on WSLS 5:30-6 p.m.

AUSTIN WILLIAMS, newscaster at WOAI San Antonio, Tex., and **SAM SLOAN**, WOAI news reporter, have been named Deputy Sheriffs by Sheriff Owen W. Kilday, in appreciation for their aid through radio to sheriff's office.

CHUCK WORCESTER, farm service director of WMT Cedar Rapids, Iowa, has been initiated into Sigma Delta Chi, national honorary journalism fraternity.

BRUCE LOWTHER, former reporter of Vancouver News Herald, has joined news bureau staff of CKWX Vancouver, B. C.

GORDON FRASER, ABC correspondent, March 4 received Citation of Merit from Gen. Courtney Hodges at Overseas Press Club dinner at Waldorf-Astoria, New York.

JOE McCAFFREY, WTOP-CBS Washington newsman, is the father of a girl, Sally Ann.

BOB KELLY, sports director of KMPC Hollywood, is making transcribed sports commentary series with Tom Harmon, Los Angeles Rams football star.

Celler Bill to Add to FCC Power Is Seen Doomed

BITTER ATTACK on "commercial radio" was voiced March 3 by Rep. Emanuel Celler (D-N. Y.) during an Interstate and Foreign Commerce Committee hearing to determine whether his bill (H R-1936) will receive committee consideration.

A counterpart of this year's Celler bill was introduced in the 79th Congress (H R-4314) by Rep. Celler but failed to receive a hearing before the Commerce Committee then headed by Rep. Clarence Lea (D-Cal.).

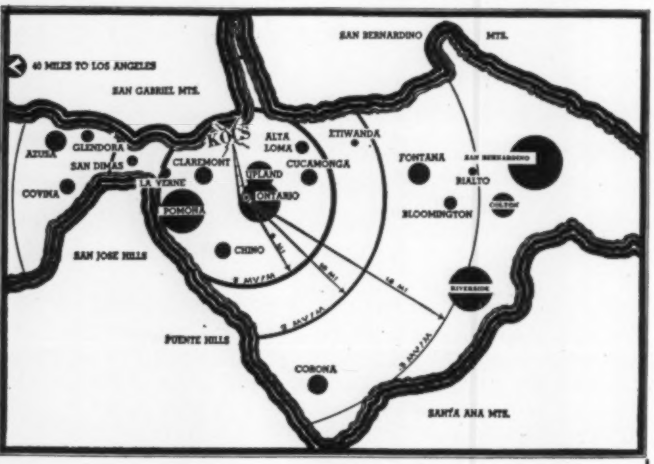
It was thought that Celler's bill [BROADCASTING, March 3] which would give the FCC additional power to administer the programs and financial affairs of licensees has even less chance of gaining a hearing this term.

Mormon History

NIGHTLY series of quarter-hour programs titled "100 Years Ago Today" is heard on KALL Salt Lake City. Program traces history of Mormon pioneer band which crossed country a century ago. Series is presented as part of celebration of Utah's centennial year and is written by Melba Madsen. Scripts are carried daily in feature story form in Salt Lake Telegram.

FOUND!

A NEW audience ! . . more than two hundred thousand Southern Californians who now have their own "home town" radio station for the first time!



Ontario . . . Pomona . . . Upland . . . Fontana . . . Corona . . . Claremont. These are new names to you perhaps

BUT these names represent one of the richest agricultural-industrial areas in the entire world.

- * HERE is located the giant Kaiser Steel Mill . . . the great Corona Naval Hospital . . . the General Electric Appliance Factory.
- * HERE is located the largest grape vineyard in the world.

AM PLUS FM AT ONE LOW RATE

West Coast Representative:
TRACY MOORE AND ASSOCIATES
Los Angeles
6381 Hollywood Blvd.
San Francisco
79 Post Street.

"THE VOICE OF POMONA VALLEY"

ONTARIO, CALIFORNIA

TECHNICAL

LESTER A. MULLEN, control room supervisor at KTRH Houston, Tex., has been named chief engineer, replacing **KING H. ROBINSON**, resigned.

GATES RADIO Co., Quincy, Ill. (electronic equipment), has opened West Coast office at 1350 N. Highland Ave., Hollywood, Calif. **WALTER L. READ** has been named sales-engineer in charge of new office.

TECHNOLOGY INSTRUMENT Corp., Waltham, Mass., has developed new instrument Type 310-A Z-Angle Meter. Instrument is designed for impedance and phase angle measurements over frequency range of 30 to 20,000 c.p.s. It is applicable for measurement and rating of microphones, transformers and, in general, any network containing electrical or mechanical resonances. Bulletin with complete description may be obtained by writing company at 1058 Main St., Waltham, Mass.

JOHN SCHOBERG, former wireless instructor in RCAF, has joined engineering staff of CKWX Vancouver, B. C.

RCA TUBE DEPT., Harrison, N. J., has developed four new types of radio batteries, "especially engineered for better quality," according to announcement by **A. C. DUNCAN**, in charge of battery sales for Tube Dept.

NATIONAL CARBON Co., New York (Eveready batteries), has developed dry battery weighing one pound and suitable as source of excitation voltage supply in portable television pick-up devices. Known as "Mini-Max B" battery No. 493, it contains 300 volts and is 3 15/16 inches high, 2 11/32 inches in width.

NEWTON STEPHEN, former control-room engineer at WHDH Boston, has returned to station after three years in Army.

RALPH H. LANGLEY, former director of licensee labs at Hazeltine Electronics Corp., Great Neck, L. I., has been appointed vice president in charge of engineering at Olympic Radio & Television, New York.

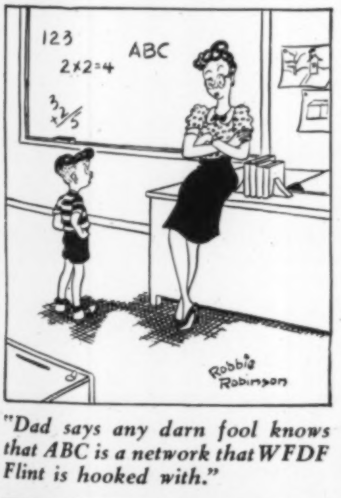
HARRY L. THORNSON, engineer of Tube Division of General Electric Co. Electronics Dept., Schenectady, N. Y., Feb. 22 addressed meeting of Atlanta, Ga. section of Institute of Radio Engineers. His subject was "Transmitting Tubes for FM and Television."

ODES E. ROBINSON, consuling engineer, Charleston, W. Va., is the father of a boy, Thomas Reeder.

ARTHUR C. ANDERSON, chief engineer, and **HAROLD HAUGHAWOUT**, plant superintendent of KTAR Phoenix, have been named members of 20 Year Club headed by H. V. Kaltenborn.

GEORGE HANNA, engineer at WHBF Rock Island, Ill., is the father of a boy, George Wesley Jr.

THEME song "So Waits My Heart," composed by Lionel Barrymore for his CBS "Mayor of the Town," has been set to lyrics written by Norwood Smith, Hollywood singer, and is being released as popular tune.



"Dad says any darn fool knows that ABC is a network that WFDF Flint is hooked with."

Byrd Ship's Radio Arrangement Good

CBS Correspondent Hannes Tells How Broadcasts Were Handled

BROADCASTING FACILITIES aboard the *USS Mt. Olympus*, flagship for the Byrd Expedition to Little America, were surprisingly good, according to a report from CBS correspondent Arthur Hannes.

At first, said Mr. Hannes, broadcasters thought that atmospheric conditions would be their No. 1 problem, but they soon learned that light and darkness were the greatest influence on signals. The initial contact, which was usually started about a half-hour before the broadcast, sometimes seemed as though it were a phone call next door until five minutes before air time, when complete fading would cause cancellation. Every possible step was taken to avoid interference, including the shutting down of continuous wave circuits, teletypes and picture transmitters.

The ship's studio was in the War Command Room on the main deck. Microphones were lashed down by a heavy cord to an oval shaped table. The echo of the steel room was cut down by heavy draping on three walls, and the scuffing of heavy ski boots lessened by canvas-covered flooring. The fourth wall contained a large blackboard for posting schedules and frequencies.

Special tribute was paid to the ship's radio operators by Mr. Hannes, who said, "While they were never heard, they deserved full credit for the successful broadcasts from aboard ship."

Technicians Choose IBEW

TECHNICIANS of WFBR Baltimore, through an NLRB consent election, have voted in favor of the International Brotherhood of Electrical Workers (AFL) as their bargaining agent, William C. Bareham, president of R. B. T. Local Union No. 1400, I. B. E. W., at Baltimore, announces. The technicians formerly were affiliated with the National Assn. of Broadcasting Engineers and Technicians. Contract negotiations with WFBR were begun March 6.

License to RCA

A LICENSE to manufacture radio receiving sets employing the transformerless AC-DC principle, or the Cisin patent No. 2,086,256 as it is legally known, has been granted to RCA as a result of an out-of-court settlement of a dispute that has been brewing between the Cisin interests and RCA since 1937.

At that time, the validity of the patent was admitted by the American Telephone and Telegraph Co., Western Electric Co. and several others. RCA's refusal gave rise to an infringement suit, with the latest decision by the U. S. Circuit Court of Appeals in favor of Cisin.

WOW
gives you

Coverage
590 KC
5000 WATTS
(CHECK YOUR BMB)

•

Programs
NBC
AND BEST LOCALS

•

KnowHow
John J. Gillin, Jr.
President
(ASK JOHN BLAIR)

WHO COULD ASK FOR MORE?

what's in a studio ?

"There are microphones, amplifiers, a control console, a clock . . . everyone knows what's in a studio!"

But the custom built department at the Langevin Company answers this question a little differently. Instead of visualizing a studio as a collection of conventional, packaged broadcast equipment, we like to think of it in terms of *audio facilities* sufficiently flexible to handle the production of the toughest show—including those requiring unusual dramatic effects to satisfy the client.

Every studio has its own operating problems, and every chief engineer his original ideas. This broadcast station individuality is our business! It's our business to custom build for you the studio facilities you need and want, providing for reverberation chambers, sound effects, and all the other "specials" that make for station flexibility.

With Langevin Quality amplifiers in stock, our custom built department is ready to engineer and fabricate, for earliest delivery, *your answer to*

"What's in a Studio?"

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND
REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St. 23 · SAN FRANCISCO 1050 Howard St. 3
LOS ANGELES 1000 N. Seward St., 38

ACTIONS OF THE FCC

FEBRUARY 28 TO MARCH 6

(LS-local sunset DA-directional antenna ST-studio-transmitter ERP-effective radiated power CP-construction permit)

Feb. 28 Decisions . . .

BY THE COMMISSION EN BANC

Voice of Dixie Inc., Birmingham, Ala.—Granted CP for new station to operate on 690 kc, 10 kw, daytime only.

Shawnee Bcstg. Co., Chillicothe, Ohio—Granted CP for new station to operate 1490 kc, 250 w, unlimited time.

Nonpareil Bcstg. Co., Council Bluffs, Iowa—Granted CP for new station to operate on 1560 kc, 500 w, daytime only, (Comr. Durr for hearing).

KAW Bcstg. Co., Topeka, Kan.—Granted CP for new station to operate on 1560 kc, 500 w, daytime only.

Danville Bcstg. Co., Danville, Ky.—Denied petition for review of action by presiding officer of the motions docket, denying petitioner's request to reopen the record in re its application and that of Commonwealth Bcstg. Co. and affirmed said action of presiding officer of motions docket.

Southeastern Bcstg. System, Sanford, Fla.—Ordered grant of application for new station to operate on 1400 kc, 250 w, unlimited time, (which was originally granted Jan. 8 and rescinded Jan. 9), subject to condition that within 60 days from date the applicant will file with the Commission an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the Commission's standards.

A. J. Felman, (Transferee), Joliet, Ill.—Dismissed application of A. J. Felman for transfer of control of station WJOL Joliet, Ill.

KFNF Shenandoah, Iowa—Designated for hearing in a consolidated proceeding with applications of Lee-Smith Bcstg. Co., Faribault, Minn. and Assoc. Broadcasters, Inc., Wadena, Minn., the application of KFNF to change operating assignment from 920 kc, 500 w night, 1 kw-LS, share time-KUSD, to 920 kc, 5 kw, DA-N, share time-KUSD.

Cedar Valley Bcstg. Co., Austin, Minn. and Mason City Bcstg. Co., Mason City, Iowa—Granted petition of Cedar Valley Bcstg. Co. requesting that its application for a new station to operate on 1480 kc, 1 kw, unlimited time, be designated for hearing in a consolidated proceeding with application of Mason City Bcstg. Co., requesting 1490 kc, 250 w, unlimited time.

Woodward Bcstg. Co., Detroit, Mich.—Granted petition of Woodward Bcstg. Co. requesting that its application for new station to operate on 840 kc, 5 kw, daytime only, be designated for consolidated hearing with applications of Hillsdale Bcstg. Co. Inc., Hillsdale, Mich. and Abe Lapides, Pontiac, Mich.

Southern Idaho Bcstg. Co., Preston, Idaho—Designated for hearing application for new station to operate on 1500 kc, 250 w, unlimited time, and ordered that station KSTP St. Paul, be made a party to this proceeding.

Beloit Broadcasters Inc., Beloit, Wis.—Granted petition of Beloit Broadcasters Inc., insofar as it requests that its application for new station to operate on 1380 kc, 1 kw, daytime only, be designated for hearing in a consolidated proceeding with application of Wired Music Inc. Insofar as the petition requests that said hearing be held in Beloit, Wis., it is denied; said hearing to be held in Washington May 12.

Harrell Bcstg. Co., Gainesville, Fla. and Live Oak Bcstg. Co., Live Oak, Fla.—Designated for hearing in a consolidated proceeding applications of Harrell Bcstg. Co. with application of Live Oak Bcstg. Co., both seeking the frequency 1450 kc, 250 w, unlimited time at Gainesville and Live Oak, respectively.

Southland Bcstg. Corp., Miami Beach, Fla. and Mary W. Martin, Ft. Lauderdale, Fla.—Designated for hearing in a consolidated proceeding the application of Southland Bcstg. Co., 1000 kc, 250 w, daytime only, with application of Mary W. Martin, 1000 kc, 1 kw, daytime only.

WKMH Dearborn, Mich.—Granted petition of Suburban Broadcasters, to designate for hearing in a consolidated proceeding its application to change facilities of WKMH from 1540 kc, 1 kw, daytime only, to 1310 kc, 1 kw, day, with applications of Wyandotte Bcstg. Co. and Wyandotte News Co.

Midwest Bcstg. Co., Mount Vernon, Ill. and Raleigh M. Shaw, Lawrenceville, Ill.—Designated for hearing in a consolidated proceeding the application of Midwest Bcstg. Co., 1300 kc, 500 w, daytime only, with application of Raleigh M. Shaw, 1300 kc, 1 kw, daytime only.

Woodward M. Ritter, San Bernardino, Calif. and Empire Bcstg. Co., Pomona-Ontario, Calif.—Designated for hearing in a consolidated proceeding application of Woodward M. Ritter, 680 kc, 250 w, daytime only, with application of Empire Bcstg. Co., 680 kc, 1 kw, daytime only.

Francisco Rental Co., Victorville, Calif. and Riverside Bcstg. Co., Riverside, Calif.—Designated for hearing in a consolidated proceeding application of Francisco Rental Co., 960 kc, 5 kw, daytime only, with application of Riverside Bcstg. Co., 960 kc, 1 kw, daytime only.

Lincoln Operating Co., Miami, Fla. and Sun Coast Bcstg. Corp., Coral Gables, Fla.—Designated for hearing in a consolidated proceeding application of Lincoln Operating Co., 1140 kc, 5 kw night, 10 kw day, DA, with application of Sun Coast Bcstg. Corp., 1130 kc, 1 kw, daytime only.

Radio Phoenix Inc., Phoenix, Ariz. and John C. Mullens, Phoenix, Ariz.—Designated for hearing in a consolidated proceeding application of Radio Phoenix Inc., 910 kc, 5 kw, unlimited time, with application of John C. Mullens, 920 kc, 1 kw, daytime only.

Pryor Dillard, Raymondville, Tex.—Designated for hearing application for a new station to operate on 1340 kc, 250 w, unlimited time.

WCMI Ashland, Ky.—Ordered that application for a synchronous amplifier at Huntington, W. Va., be removed from the hearing docket and placed in the pending file.

In Docket Cases

Newark Bcstg. Corp., Newark, N. J.—Granted application for new station, 620 kc, 5 kw, unlimited, DA; conditions.

WCAX Burlington, Vt.—Granted application for new station, 620 kc, 5 kw, DA both day and night.

WAGE Syracuse, N. Y.—Granted application to operate station WAGE on 620 kc, 5 kw, daytime, at this time, and the operation with 5 kw nighttime using DA at such time WAGE files an appropriate application for such nighttime operation, in accordance with suggestions made at hearing, which would not increase the RSS to existing stations or pending applications, computing such RSS values on the basis of WCAX operating as proposed in Docket 6973.

Applications Denied:

Donald Flamm, New York—For new station to operate on 620 kc, 5 kw, DA, unlimited.

Metropolitan Bcstg. Service, New York—For new station to operate on 620 kc, 5 kw, unlimited, DA.

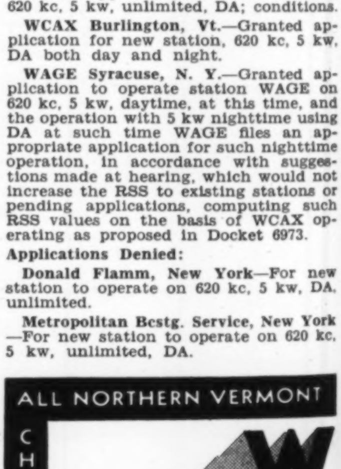
OKLAHOMA
ARKANSAS
TEXAS
LOUISIANA
A Major Distributing Point for the 4 States Market

KCMC
TEXARKANA
U·S·A·
·AMERICAN
1230 Kc

Resources: Agriculture, livestock production and marketing, railroads, 52 industrial plants, adequate retail and wholesale markets, and a vast supply of high quality natural gas from nearby oil fields for industrial and domestic uses.

KCMC
and
KCMC-FM
Frank O. Myers
Manager

National Representatives
Taylor-Howe-Snowden Radio Sales



ALL NORTHERN VERMONT
BURLINGTON HAS THE ONLY STATION IN VERMONT
SOON 5000 WATTS
1000 WATTS - FULL TIME

BY COMMISSIONER WAKEFIELD

Yakima Valley Bcstg. Co., Yakima, Wash.—Granted petition to dismiss without prejudice its application.

Yakima Bcstg. Corp., Yakima, Wash.—The Commission on its own motion, removed from the hearing docket application.

Ark. Valley Bcstg. Co., Fort Smith, Ark.—Granted petition to dismiss without prejudice application.

WCFL Chicago, Ill.—Denied petition requesting leave to intervene in the consolidated hearing upon the applications of WMMJ and Grain Country Bcstg. Co. Inc. Exceptions noted by counsel for petitioner.

KTSA San Antonio, Tex.—Granted petition for leave to intervene in the hearing on application of Fred Jones Radiocasting and Tele. Co. presently scheduled for hearing commencing April 2 in consolidation with application of Midland Bcstg. Co.

Wyandotte News Co., Wyandotte, Mich.—Granted petition for waiver of rules and accepted petitioner's written appearances in re its application.

WHA Madison, Wis.—Granted petition for leave to intervene in the hearing on application of Mid-State Bcstg. Co.

Beaver Valley Radio Inc., Beaver Falls, Pa.—Granted petition for waiver of rules and accepted petitioner's appearance in re its application.

WFBR Baltimore, Md.—Granted petition for leave to intervene in the hearing on applications of WTNJ.

WTEL Philadelphia, Pa. and WFBR Baltimore, Md.—Granted in part related petitions of WTEL and WFBR requesting continuance of hearing presently scheduled for March 10 on applications of WTNJ, WCAM, et al. and said hearing was continued to March 25.

Tri-State Bcstg. Corp., Evansville, Ind.—Granted petition for leave to amend its application for CP so as to reflect the death of Walter J. Foley, vice pres. of applicant corporation; to show liquidation of interests of Joyce G. Basas, etc. The amendment was accepted and the record in the consolidated proceeding reopened without further hearing for the sole purpose of adding to the record the above amendment.

Crescent Bcstg. Corp., Shenandoah, Pa. and WARM Scranton, Pa.—Granted related petitions requesting continuance of further hearing now scheduled for March 4 in re its application, et al, and continued said hearing to April 7.

Standard Tobacco Co. Inc., Maysville, Ky.—Granted petition for continuance of hearing upon its application presently scheduled for March 3, and continued same to April 4.

Palouse Empire Radio Inc., Moscow, Idaho—Granted request to dismiss without prejudice its application.

WERC Erie, Pa.—Granted petition requesting continuance of consolidated hearing on its application and that of WLEU presently scheduled for March 17, and continued same to April 16.

Enid Bcstg. Co., Enid, Okla.—Denied petition requesting leave to intervene in the hearing upon the application of KAKE Bcstg. Co. Inc. and that the final order involving said application be stayed pending disposition of petitioner's application.

Feb. 28 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

Valverde Bcstg. Co., Oxnard, Calif.—CP for new standard station on 910 kc, power of 250 w, daytime.

AM—1020 kc

Woodland Bcstg. Co., Woodland, Calif.—CP for new standard station, 1020 kc, power of 250 w and daytime.

Remote Pickup

WSPB Sarasota, Fla.—CP for new remote pickup station to be operated on 1646, 2090, 2190, 2830 kc, 22.5 w and emission A3.

Remote Pickup

WSPB Sarasota, Fla.—CP for new remote pickup station to be operated on 1646, 2090, 2190 and 2830 kc, 20 w and emission A3.

AM—920 kc

KFNF Shenandoah, Iowa—CP to increase power from 500 w night, 1 kw day to 5 kw day and night, install new transmitter and DA for night use, and change transmitter location.

AM—1240 kc

James R. Williams, Newton, Kan.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1240 kc

T-C Bcstg. Corp., Lansing, Mich.—CP for new standard station, 1240 kc, 250 w, unlimited.

TV-Completion Date

WNBT New York—Modification of CP which authorized new visual and aural transmitters, changes in antenna system and specified frequency for extension of completion date.

Time Extension

WNYC New York—Extension of special service authorization to operate additional time between the hours of 6 a.m., EST, and sunrise at N. Y. and between the hours of sunset at Minneapolis, Minn. and 10 p.m., EST, using DA designed therefore, for the period beginning 3 a.m., EST, March 2, 1947.

AM—1110 kc

KIOX Bay City, Tex.—Voluntary Assignment of CP to Bay City Bcstg. Co., a partnership composed of John George Long, T. D. Dodd and Harry L. Reading, Jr.

AM—1600 kc

Eastland-Ranger-Cisco Bcstg. Co., Eastland, Tex.—CP for new standard station, 1600 kc, power of 1 kw, DA for night use and unlimited.

AM—850 kc

The Bi-Stone Bcstg. Co., Mexia, Tex.—CP for new standard station, 850 kc, 250 w, daytime.

Applications for Renewal Filed:

WBRC Birmingham, Ala.
WDBJ Roanoke, Va.
WMMN Fairmont, W. Va.
WSUI Iowa City, Iowa.

AM—910 kc

Eva Miller Grimes tr/as Ventura County Bcstg. Co., Oxnard, Calif.—CP for new standard station, 1210 kc, 1 kw, daytime.—AMENDED: to change from 1210 to 910 kc; changes in antenna and ground system.

AM—1390 kc

Albert Alvin Almada, Sacramento, Calif.—CP for new standard station, 1380 kc, 1 kw, DA for night use and unlimited hours of operation.—AMENDED: to change from 1380 to 1390 kc, make changes in DA for day and night use.

AM—1120 kc

Robert W. Rounsaville, Buckhead, Ga.—CP for new standard station, on 1080 kc, 1 kw, daytime. — AMENDED: to change frequency from 1080 to 1120 kc.

AM—1180 kc

Thomas Carr, J. E. Duncan, Roy Richards, and Robert D. Tisinger, d/b as Peach State Bcstg. Co., Macon, Ga—CP for new standard station, 1180 kc, 1 kw, daytime.

AM—1260 kc

W. Alexander Knight, East St. Louis, Ill.—CP for new standard station, 1260 kc, 1 kw, DA, and unlimited hours.

AM—1080 kc

Northwestern Indiana Radio Co., Valparaiso, Ind.—CP for new standard station, 850 kc, 250 w, daytime.—AMENDED: to change frequency from 850 to 1080 kc.

AM—620 kc

Commercial Assoc., Sioux City, Iowa—CP for new standard station, 620 kc, 1 kw, DA, unlimited hours of operation.—AMENDED: to change daytime DA pattern and change transmitter location from 7 miles northwest of Sioux

(*Continued on page 70*)

The Key to the El Paso Market

KROD

CBS 600 KC

Represented Nationally by
Taylor-Howe-Snowden

WBTM

DANVILLE—SCHOOLFIELD, VIRGINIA

"WORLD'S BEST TOBACCO MARKET"

Population—December 1946	66,000
Retail Sales	$32,455,000.00
Wholesale Sales	$84,076,000.00
Banking Resources	$45,261,127.46
Deposits	$41,092,627.00
Bank Clearings	$334,826,787.00

Danville industries produce yearly products totaling over $120,000,000.00 with a payroll of over $30,000,000.00

Tobacco Sales—1946-1947—$33,475,274.00.

"WORLD'S BIGGEST TEXTILE MILL"

DANVILLE—SCHOOLFIELD, VIRGINIA

WBTM

(SOON 5000 WATTS)

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FCC Actions

(Continued from page 69)

Applications Cont.:

City, Iowa (S. Dakota) to 4 miles east of Sioux City.

AM—Transfer

WACE Regional Bcstg. Co., Chicopee, Mass.—Acquisition of control thru sale of 200 shares of common stock (33 1/3%) from David J. Hayes and John S. Begley to John S. Begley.

AM—840 kc

Woodward Bcstg. Co., Detroit, Mich.—CP for new standard station, 840 kc, 5 kw, DA, daytime.

AM—1380 kc

Wendell Zimmerman, Carl O. Jones, Roy L. Morris and D. E. Varner, d/b as Kansas City Bcstg. and Television Co., Kansas City, Mo.—CP for new standard station, 1380 kc, 5 kw, daytime.

AM—1340 kc

Kickapoo Prairie Bcstg. Co., Springfield, Mo.—CP for new standard station, 1340 kc, 250 w, unlimited.

AM—1490 kc

Chet L. Gonce and Ralph Morgali, d/b as The Voice of Fallon, Fallon, Nev.—CP for new standard station, 1490 kc, 250 w, unlimited.

AM—970 kc

Roanoke-Chowan Bcstg. Co., Ahoskie, N. C.—CP for new standard station, 970 kc, 1 kw, daytime.

AM—1400 kc

Gilbert M. Hutchison tr/as Guilford Bcstg. Co., Greensboro, N. C.—CP for new standard station, 1400 kc, 250 w, unlimited.

AM—1050 kc

Tri-City Bcstg. Co., Bellaire, Ohio—CP for new standard station, 960 kc, 1 kw, daytime.—AMENDED: to change frequency from 960 to 1050 kc.

AM—1130 kc

Land O'Lakes Bcstg. Corp., Cambridge, Ohio—CP for new standard station, 1130 kc, 1 kw, daytime.

AM—Assignment

WRRN Frank T. Nied and Perry H. Stevens d/b as Nied and Stevens, Warren, Ohio—Voluntary assignment of license to Nied & Stevens Inc., (1400 kc).

AM—960 kc

Public Bcstg. Service, Enid, Okla.—CP for new standard station, 960 kc, 1 kw, DA, unlimited.

AM—1520 kc

Paul Kirtzman, Lansford, Pa.—CP for new standard station, 1520 kc, 250 w, daytime.

AM—Transfer

KXOX Sweetwater Radio, Sweetwater, Tex.—Acquisition of control from Mittie Agnes McBeath and Lolita McBeath by J. S. McBeath. (75 shares of common stock—50%), (1240 kc).

AM—Assignment

WDEV Lloyd E. Squier, surviving partner of Lloyd E. Squier and William G. Ricker d/b as Radio Station WDEV and Ernest C. Perkins, Executor of Estate of William G. Ricker, deceased., Waterbury, Vt.—Voluntary assignment of license to Lloyd E. Squier, (550 kc).

Remote Pickup License

KRHP area of Houston, Tex.

TENDERED FOR FILING
(Since Feb. 7)

AM—Transfer

WDAS Philadelphia, Pa.—Consent to transfer of control from Alexander W. Dannenbaum and Cecile L. Naumburg to William Goldman Theatres Inc, (1400 kc).

AM—Frequency Not Specified

Darlington Bcstg. Co., Darlington, S. C.—CP for new standard station to be operated on frequency not specified, 250 w, daytime hours.

AM—810 kc

KTBI Tacoma, Wash.—Request for S.S.A., 810 kc, 100 w, approximately 2 hours after local sunset six days a week and ending in no event later than Sept. 7, 1947, (810 kc).

AM—1240 kc

WFOY St. Augustine, Fla.—Consent to transfer of control from Glenn Marshall, Jr., Ed Norton and Frank King to J. C. Bell.

AM—690 kc

KPET Lamesa, Tex.—Consent to assignment of CP to R. O. Parker, R. A. Woodson, K. S. Ashby, d/b as Lamesa Bcstg. Co.

Application Dismissed:

Gila Bcstg. Co., Silver City, N. M.—Application for new standard station, 1280 kc, 1 kw, unlimited. Dismissed, request of attorney.

March 3 Decisions . . .

BY COMMISSIONER WAKEFIELD

Petition Granted

Antilles Bcstg. System, Rio Piedras, P. R.—Granted petition requesting leave to file a brief in support of its application.

AM—1540 kc

San Gabriel Valley Bcstg. Co., Monrovia, Calif.—Granted petition for leave to amend its application so as to specify the frequency 1540 kc, 5 kw, daytime only, instead of 1520 kc, 1 kw, daytime only, and the amendment was accepted.

FM—Unassigned

Hollywood Community Radio Group, Hollywood, Calif.—Granted petition requesting leave to amend its application for FM station so as to change entity of the applicant from an association to that of a corporation. (Action taken 12-17-46).

BY THE SECRETARY

Completion Date

WGHF New York—Granted modification of CP for extension of completion date to 8-10-47.

CP—Modified

WPTL Providence, R. I.—Granted modification of CP which authorized new noncommercial educational station to make changes in antenna system.

CP—Modified

KSIX Corpus Christi, Tex.—Granted modification of CP, which authorized new station, to change type of transmitter.

CP—Modified

WLOA Braddock, Pa.—Granted modification of CP which authorized new station, to change type of transmitter and antenna changes.

AM—1090 kc

WBMS Boston, Mass.—Granted license to cover CP which authorized new station on 1090 kc, 1 kw, daytime only, and to specify studio location; conditions.

AM—1400 kc

KTRC Sante Fe, N. Mex.—Granted license to cover CP which authorized new station on 1400 kc, 250 w, unlimited.

Remote Pickup

KRMM area of Dallas, Tex.—Granted license to cover CP which authorized new remote pickup station.

> Last week the Commission issued correction to report of Feb. 27 stating that the frequency specified for Allentown Broadcasting Co., Allentown, Pa., should be 95.5 mc instead of 95.9 mc.

Remote Pickup

Pikes Peak Bcstg. Co., area of Colorado Springs—Granted CP for new remote pickup station; subject to change in accordance with proceedings in Docket 6651.

Remote Pickup

WSIA area of Decatur, Ill.—Granted modification of CP which authorized new remote pickup station, for extension of completion date to 5-24-47.

Completion Date

WDON area of Decatur, Ill.—Same.

Completion Date

KGBS Harlingen, Tex.—Granted modification of CP for extension of completion date to 4-1-47.

CP—Modified

KPET Lamosa, Tex.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

CP—Modified

WFRL Freeport, Ill.—Granted modification of CP which authorized new station, for approval of antenna, to make change in transmitting equipment and for approval of transmitter location.

AM—580 kc

KFXD Nampa, Ida.—Granted license to cover CP which authorized change in frequency to 580 kc, increase in power to 1 kw, change in transmitter equipment, installation of DA for day and night use and change in transmitter and studio locations.

Completion Date

KRLC Lewiston, Ida.—Granted modification of CP for extension of commencement and completion dates to 3-7-47 and 9-7-47, respectively.

Completion Date

KGO San Francisco, Calif.—Granted modification of CP for extension of completion date to 5-18-48.

CP—Modified

WMBC Macon, Miss.—Granted modification of CP which authorized new station, for extension of completion date to 3-14-47.

Completion Date

WGAD Gadsden, Ala.—Granted modification of CP which authorized new station, for extension of completion date to 4-21-47.

Completion Date

WCOC Meridian, Miss.—Granted modification of CP for extension of completion date to 4-12-47.

CP—Modified

WCAZ Carthage, Ill.—Granted modification of CP for extension of completion date to 6-18-47.

CP—Modified

KOCO Salem, Ore.—Granted modification of CP which authorized new station, for approval of antenna, of transmitter and studio locations.

Completion Date

WPDQ Jacksonville, Fla.—Granted modification of CP for extension of completion date to 6-15-47.

"FULL GROWN"

WDOD
21st YEAR
CBS
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER
NATIONAL
REPRESENTATIVES

first
IN
CHATTANOOGA

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

PHILADELPHIA'S
No. 1 *Independent*

SPORTS!
MUSIC!
NEWS!

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

Remote Pickup

WRHK area of Bristol, Tenn.—Granted license to cover CP which authorized new remote pickup station; frequency assignment subject to change in accordance with proceedings in Docket 6651.

Assignment of License

KRHP area of Houston, Tex.—Granted voluntary assignment of license for relay station to the Houston Post Co.

Completion Date

WDWD Eugene, Ore.—Granted modification of CP for extension of commencement and completion dates to 5-1-47 and 11-1-47.

CP—Modified

KSUI Iowa City, Iowa—Granted modification of CP for extension of completion date to 7-16-47.

CP—Modified

WHA-FM Madison, Wis.—Granted modification of CP for extension of completion date to 3-13-47.

CP—Modified

WOOK Silver Spring, Md.—Granted modification of CP which authorized new station, for approval of antenna, approval of transmitter location and to change studio location; conditions.

Completion Date

WBEN-TV Buffalo, N. Y.—Granted modification of CP for extension of commencement and completion dates to 4-15-47 and 10-15-47, respectively.

Remote Pickup

Alamo Bcstg. Co. Inc., Portable-area of San Antonio—Granted CP for new remote pickup station; subject to change in accordance with proceedings in Docket 6651.

Remote Pickup

Leonard A. Versluis, Mobile, area of Grand Rapids, Mich.—Granted CP for new remote pickup station; frequency assignment subject to change in accordance with proceedings in docket 6651.

Harris County Broadcast Co., Houston, Tex.—Same.

AM—730 kc

WACE Chicopee, Mass.—Granted license to cover CP which authorized new station to operate on 730 kc, 1 kw, daytime; conditions; and to specify studio location.

March 4 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

WTBF Troy, Ala.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—910 kc

Gene Burke Brophy, Nogales, Ariz.—CP for new standard station, 1240 kc, 100 w night, 250 w day and unlimited. —AMENDED: to change frequency from 1240 to 910 kc, power from 250 w to 100 w night, 250 w day.

AM—910 kc

Radio Phoenix Inc., Phoenix, Ariz.—CP for new standard station, 910 kc, 5 kw, DA for night use and unlimited. —AMENDMENT: file 10-18-47 deleted in its entirety.

AM—1240 kc

Stuttgart Bcstg. Corp., Stuttgart, Ark.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1300 kc

Frank M. Helm, Modesto, Calif.—CP for new standard station, 1300 kc, 1 kw, DA, unlimited.—AMENDED to change frequency from 1300 to 1390 kc, changes made in DA for use at night, using non-directional daytime and change transmitter location.

AM—1540 kc

San Gabriel Valley Bcstg. Co., Monrovia, Calif.—CP for new standard station, 1520 kc, 1 kw, DA, daytime.—AMENDED: to change frequency from 1520 to 1540 kc, change power from 1 kw to 5 kw and install DA.

AM—990 kc

Pittsburg Bcstg. Co., Pittsburg, Calif. —CP for new standard station, 990 kc, 1 kw, DA for night use and unlimited. —AMENDED: re changes in DA.

FM—92.5 mc

Union-Tribune Publishing Co., San Diego, Calif.—CP for new high frequency FM station, 45,500 kc.—AMENDED: to change frequency from 45,500 kc, to channel 223, 92.5 mc, transmitter site, ERP from 31.8 kw to 48.3 kw, specify type of transmitter and make changes in antenna system.

FM—Unassigned

Seminole Bcstg. Co., Belle Glade, Fla. —CP for new (Class A) FM station to be operated on frequency to be assigned by FCC, ERP of 1 kw and height above average terrain 242.5 feet.

FM—92.5 mc

Fred B. Wilson and Channing Cope, Atlanta, Ga.—CP for new (Metropolitan) FM station to be operated on channel 223, 92.5 mc (or as directed by FCC).—AMENDED: to change name from Fred B. Wilson and Channing Cope to Fred B. Wilson and Channing Cope, d/b as Wilson and Cope.

FM—98.3 mc

Regents of the University System of Georgia, for and on Behalf of Georgia School of Technology, Atlanta, Ga.—CP for new FM station (Metropolitan), to be operated on channel 252 98.3 mc, ERP of 344,000 w.—AMENDED: to make changes in antenna system.

AM—1180 kc

WLDS Jacksonville, Ill.—License to cover CP which authorized increase in power and installation of new transmitter and authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

Cambridge Co., Cambridge, Md.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1570 kc

Sidney H. Tinley Jr., Essex, Md.—CP for new standard station, 1570 kc, 1 kw, daytime.

AM—1450 kc

Western Maryland Bcstg. Corp., Hagerstown, Md.—CP for new standard station, 1450 kc, 250 w, unlimited.

AM—1310 kc

Wyandotte Bcstg. Co., Wyandotte, Mich.—CP for new standard station, 1310 kc, 250 w, daytime.—AMENDED: to change name of applicant from Bernard Frant and Louis Glasier, a partnership d/b as Wyandotte Bcstg. Co. to Bernard Frant, Louis Glasier & William J. Handelsman, a partnership d/b as Wyandotte Bcstg. Co.

AM—1190 kc

Mississippi Bcstg. Co., Starksville, Miss.—CP for new standard station, 1190 kc, 250 w and daytime hours of operation.

AM—870 kc

Grand Valley Bcstg. Co., Chillicothe, Mo.—CP for new standard station, 870 kc, 1 kw, daytime.

AM—1110 kc

KFAB Omaha, Neb.—License to cover CP, as modified, which authorized installation of new transmitter and DA for night use, change frequency, change power, change hours of operation and move transmitter and authority to determine operating power by direct measurement of antenna power.

AM—1250 kc

Morristown Bcstg. Co., Morristown, N. J.—CP for new standard station, 1250 kc, 1 kw, daytime.

FM—Completion Date

WGHF New York, N. Y.—Modification of CP, as modified, which authorized new FM station, for extension of completion date.

FM—Unassigned

American Quartz Laboratories, Yonkers, N. Y.—CP for new (Class A) FM station to be operated on frequency to be assigned by FCC, ERP of 292 w.

AM—1150 kc

WFNS Burlington, N. C.—License to cover CP, as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

Newton Bcstg. Co., Newton, N. C.—CP for new standard station, 1230 kc, 250 w, unlimited.

AM—1340 kc

Beer and Koehl, Ashland, Ohio—CP for new standard station, 1340 kc, 250 w, unlimited.

WJSM Cleveland, Ohio—License to cover CP which authorized installation of new transmitter.

AM—1260 kc

The Civic Broadcasters, Cleveland, Ohio—CP for new standard station, 1260 kc, 5 kw, DA, unlimited.

FM—Unassigned

William H. Miller, Painesville, Ohio —CP for new (Class A) FM station to be operated on frequency to be assigned by FCC and ERP of 968 w.

AM—1400 kc

Norman Bcstg. Co., Norman, Okla.—CP for new standard station, 1400 kc, 250 w, unlimited.

AM—960 kc

The Ponca City Publishing Co., Ponca, Okla.—CP for new standard station, 960 kc, 500 w, DA, unlimited.

AM—1340 kc

Howdy Folks Broadcasters, Tulsa, Okla.—CP for new standard station, 1340 kc, 250 w, unlimited. Contingent upon the grant of KOME being assigned 1300 kc.

AM—1120 kc

Community Bcstg. Service, Aliquippa, Pa.—CP for new standard station, 1120 kc, 250 w, daytime.

AM—1330 kc

Community Service Bcstg. Co., Erie, Pa.—CP for new standard station, 1330 kc, 5 kw, DA, unlimited.

TV—Completion Date

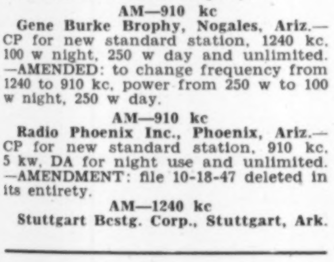
WJAC-TV Johnstown, Pa.—Modification of CP which authorized construction of new com'l. television station for extension of completion date.

AM—1240 kc

WHUM Reading, Pa.—Voluntary transfer of control of licensee corporation from G. F. Landon, Betty W. Landon, Lucinda Converse, Dorothy B. Woodall, Patricia Bacon and Max O'Rell Truitt to Humboldt J. Craig, Jessie P. Greig,

(*Continued on page 78*)

NOW 5000 WATTS



DOING A DOUBLE JOB IN THE MAGIC VALLEY

KTFI

TWIN FALLS · IDAHO

WEED & CO., *Representatives*

1947
A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC
Mutual Broadcasting System

MBS

BMB

INVEST
YOUR
AD
DOLLAR
WCKY s-ly

L. B. Wilson
WCKY
50,000 WATTS
OF
SALES POWER
★ ★ ★

DOUGLAS MELDRUM DIES AT 52 IN MANHATTAN

DOUGLAS GRANT MELDRUM, 52, New York manager and vice president of the Advertising Council Inc., died suddenly on March 2 at his home, 34 Gramercy Park, New York.

In 1919 Mr. Meldrum became manager of the San Francisco office of N. W. Ayer & Son, later becoming managing director of the agency's European operations in London. He returned to the U. S. in 1939 as vice president of the firm's Chicago office.

In 1942 Mr. Meldrum joined the staff of the Advertising Council, then known as the War Advertising Council, and was in charge of the council's recruiting effort.

Surviving are his wife, Dorothy Kinsey Meldrum, two daughters, Mrs. Jane Peace and Miss Ann Meldrum, and a son, Douglas Grant Meldrum Jr.

Retiring Mayor of Boise To Manage New Station

BOISE's mayor, Westerman Whillock, who has announced that he will not seek reelection, has been appointed general manager of his city's new radio station, KDSH, scheduled to begin operations about April 1. KDSH will operate as a CBS affiliate with 1 kw on 950 kc fulltime.

Coincident with the announcement of Mayor Whillock's acceptance of the managerial post, it was also announced that he had been elected vice president of Queen City Broadcasting Co., Seattle, licensee of KDSH. Queen City, which also operates KIRO Seattle and has an interest in KFPY Spokane, plans to transfer its properties in Idaho to the recently organized Boise Valley Broadcasters Inc., with Mr. Whillock as executive head as soon as KDSH begins operation.

The 300-ft. towers and the transmitter facilities of KDSH are being constructed on a 40-acre site seven miles southwest of Boise. Studios are nearing completion in a building at 311 N. Tenth St., Boise, which formerly housed the city school administration. Building henceforth will be known as the Radio Center Bldg.

Texas Applicant Asks Nighttime-Only Grant If Fulltime Request Is Denied

A BID for nighttime-only operations, if a fulltime grant can not be made, has been filed with FCC by Charles W. Balthrope of San Antonio.

Mr. Balthrope, now KABC San Antonio station manager, is one of four applicants for 1450 kc in the San Antonio-Gonzales-Taylor areas of Texas. In its proposed decision FCC anticipated a grant to the Gonzales applicant and denials to the others, on grounds that Gonzales has a greater need for the service [BROADCASTING, Feb. 10].

Mr. Balthrope filed exceptions to the proposed decision contending that his application should have been chosen for a grant, but added:

> If, however, the Commission should finally conclude that the public interest would be better served by granting the Gonzales application, the Balthrope application may still be granted in part, namely, for nighttime operation only. (Partial grants are recognized by Rule 1.383.) Applicant Balthrope is willing to accept such a grant as he confidently believes that he could serve a real need . . . . . . through an operation limited to nighttime. Furthermore, this would permit a maximum use of the frequency, and it would afford a new and independent local nighttime service to 284,000 persons in the San Antonio metropolitan area in addition to the 11,900 persons who will receive nighttime service from the Gonzales operation.

Other 1450 kc. Applicants

In addition to Mr. Balthrope's San Antonio application, the 1450 kc case includes applications of Express Publishing Co., San Antonio; Gonzales Broadcasting Co., Gonzales (proposed grant), and Taylor Broadcasting Co., Taylor. All four requested 250-w operation on the frequency fulltime.

Mr. Balthrope argued that under the new AM Engineering Standards the Commission could grant the Taylor application, and that this would permit a grant of his own fulltime application. (FCC's proposed decision had said the Commission was "impressed" with the Taylor applicant but that a grant would involve too much adjacent-channel interference with WACO Waco.)

Mr. Balthrope did not request oral argument on the proposed decision but asked permission to participate if argument is requested by other applicants. His exceptions were filed by Eliot C. Lovett, Washington attorney.

KCBC Planning to Start Mar. 15 (1390 kc, 1 kw)

KCBC (1390 kc, 1 kw fulltime), owned by Capital City Broadcasting Co., is scheduled to begin operations as a new basic Mutual outlet at Des Moines about March 15, the management announces.

President of the corporation is George O'Dea, owner of O'Dea Finance Co. [BROADCASTING, Aug. 12, 1946], and the other officers are Sidney J. Pearlman, owner of Pearltone Recording Studios, vice president, and Hugh N. Gallagher, an employee of O'Dea Finance, secretary-treasurer.

Gene Milner, program manager, states that KCBC has engaged a staff of ten to handle the writing, production and announcing chores. Writer-producers include Jimmy Walker and Verne Jay, the latter best known for his network scripts for *Mr. and Mrs. North, Famous Jury Trials* and *The Shadow*.

Other staff members and their duties are: Woody Hirsch, special events and audience participation shows; Don Purdy, Lee Harris and Chuck Shields, commercial announcers; Dale Barton, farm news; Mary Jane Chinn, production and m.c. work on variety features; Stella Barker, women's program; Ralph Zarnow, music director; Louie Weertz, staff pianist.

Zimmerman Resigns

R. R. ZIMMERMAN, administrative assistant to President Truman on personnel matters, resigned last week following issuance of the Executive Order amending Civil Service procedure. He had an active part in developing this program for a strengthened merit system. Mr. Zimmerman joined the White House staff in 1945, coming from the Council on Personnel Administration.

Excess Insurance Covering
LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

"IBCing you". . . in INDIANAPOLIS

He's in again . . . He's on again
IT'S GWYNN AGAIN

Back in the WIBC fold and on the air again is that jovial jockey of the discs . . . that irresistible raconteur of the records . . . that wonder boy of the waxworks—"Easy" Gwynn! Glad tidings, that, for Hoosier listeners who recall the enchanting Gwynn manner . . . and for advertisers who remember Easy's out-of-this-world "Hoosierating." Naturally, the garrulous Mr. Gwynn is again presiding—six afternoons a week—at the 3-4:45 record party he made famous—"Easy Does It." But that's not all, because Gwynn is also giving with a new morning show, 8:15 to 8:55 daily, called "Easy Listening." Do we need to add, "Better see your John Blair Man?"

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC
1070 KC
5000 WATTS
BASIC MUTUAL

The INDIANAPOLIS NEWS Station

PROMOTION

FRANK JUNELL, director of public relations and promotion for KROD El Paso, Tex., has been named director of station relations for Southwest Network. Newest affiliates with the network are: KIUN Pecos, KVLF Alpine, and KVKM Monahans.

ARTHUR DURHAM, formerly with O'Brien & Dorrance, New York, has joined WBBM Chicago, as promotion manager.

BARBARA PIERCE has joined publicity-promotion department of WTAG Worcester, Mass.

School Publication Column

DESIGNED to attract high school student listeners, a "platter-chatter" column is being contributed to local high school and college publications by WHBQ Memphis. Titled "Juke-Box Session," column is written by Gordon Lawhead, WHBQ record m.c., and features news of station's record shows. Column is currently being printed in seven high school and two college papers, and is written individually for each one.

Announcement Folder

TWO-COLOR folder announcing appointment of J. Gabriel Bumberg to staff of Jules Lippit Adv., New York, is being distributed to the trade. Folder presents photo of Mr. Bumberg, facts on his advertising experience and caption "We just got Gabriel to blow YOUR horn."

Male Beauty Contest

CONTEST to pick "most handsome male character" in Greensboro, N. C. is being conducted by Bob Jones on "Groans by Jones," weekday morning program heard on WBIG that city, 6:30-8:30 a.m. Listeners send in nominations to Mr. Jones. The Beacon, local daily newspaper, recently carried story on "Groans by Jones" and the new contest.

Red Cross Show

ADAPTATION of Lewis Carroll's "Alice's Adventures in Wonderland" has been prepared by Bill Meredith, script writer at WLW Cincinnati, as station's contribution to American Red Cross Drive. Titled "Alice in Red Cross Land," show emphasizes importance of drive for funds. Show was aired on WLW March 2 and will be rebroadcast by other Cincinnati stations during current Red Cross Drive. Plans are being made to adopt program for use throughout the country.

'Farm Safety Contest'

SAFETY on the farm is keynote of second annual Farm Reporter program contest of KLZ Denver. Titled "Farm Safety Contest," it is open to boys and girls in 4-H and FFA chapters in Colorado. Wyoming, Nebraska, and New Mexico. Folder describing contest and awards is being distributed to clubs throughout area through agriculture instructors and county agents.

KABC Promotion

FOUR-COLOR counter cards are being distributed to retail druggists by KABC San Antonio, as promotion for "Morning Hymn Sing," program aired five times weekly on KABC by 666 Cold Preparations. Signs feature background drawing of hymn book with name of program and time aired superimposed Five window displays in chain grocery stores also have been arranged by KABC, featuring "Radio Clock," program aired Mon., Wed., Fri., sponsored by Nabisco Shredded Wheat.

KVOO Publication

NEW MONTHLY publication titled "News-Scope," is being published by KVOO Tulsa, Okla. Four-page publication presents in brief form world news of the month. Station is distributing booklet to listeners upon request.

Production Booklet

NBC has sent a 51-page booklet to its affiliates describing purpose of "NBC's Air Castles." Air Castles are seven NBC headquarters throughout U. S., which are described in text and illustrations in booklet. It is not concerned with programs, but rather with physical means of getting programs on air.

Blue Book No. 2

BLUE BOOK No. 2 is title of new promotional booklet issued by KICA Clovis, N. M. In forward of booklet, R. B. McAlister, KICA general manager, states, "We at KICA Clovis, N. M., accept the challenge [of FCC Blue Book which] . . . admonished the radio stations of our land for not having more public service, and local interest programs." Booklet contains 24 pages of photos and reviews of KICA program activities. "Typical" three day program schedule also is included.

CAB Programs

CANADIAN Assn. of Broadcasters has developed series of 17 programs for member stations. "What's The Score" is designed as good merchandising program, public relations vehicle and to give program preview. CAB also is issuing data on programming for member stations under weekly "it pays to know your radio audience" plan.

NBC Monthly Folders

NEW series of promotion pieces titled "Portraits of Progress" is being sent by NBC Radio-Recording Division to its stations and clients. Twelve consecutive monthly folders will be mailed, each featuring different thesaurus program.

Souvenir-Programs

SOUVENIR-PROGRAMS are distributed each week by New York Herald Tribune at its "America's Town Meeting of the Air," ABC co-op program which the New York newspaper sponsors on WJZ New York, Thurs. 8:30-9:30 p.m. Booklet describes current program, and gives facts about Herald Tribune staff writers.

Plastic Rate Card

SEVEN-PANEL plastic spiral binder serves as Rate Card 23 of KFWB Hollywood. Printed in three colors, inserts for each panel feature theme "The New World We Serve". Station's record of public service achievement is chronicled along with personalities featured.

Taxi-Posters

ANNOUNCING forthcoming power increase to 5,000 w and opening of 25,000 w FM outlet, WHBC Canton, Ohio, will use taxi-posters in that city and Massillon, Ohio. Posters feature station's "Good Neighbor Mike" character holding sprinkling can and watering four antennae breaking through ground. Caption reads, "Good Neighbor Mike's on the Beam—April Showers Bring. . ." Posters will be issued March 31.

Anniversary Piece

CELEBRATING its 25th anniversary [BROADCASTING, March 3], WLW Cincinnati, has issued large four-fold promotion piece presenting history of station and its 25 years of growth. Picture of first ground breaking, some of its early talent and current programs are featured in piece, titled "WLW is 25."

Storm Service

RECENT crippling storms serve as background idea for promotional booklet issued by KVFD Fort Dodge, Iowa. Titled "When Snow Comes," booklet describes services performed by station during snow storm of Jan. 29 and 30.

Radio Albums

COOPERATING with Public School Board of San Antonio, KTSA that city, is distributing 2,500 of its 1947 Radio Albums to children in elementary grades. Distribution will be made in schools by teachers with request that albums be taken home.

Baseball Films

MOTION pictures of 1946 Baseball World Series and picture giving hints on how to play different positions on baseball diamond, March 1 were presented at Dept. of Commerce Auditorium, Washington, under sponsorship of WWDC that city, and Tony Wakeman, WWDC sportscaster. Film showing was part of Youth Activities program in Washington to promote interesting events for youths of city. Tickets for show were distributed at no charge by WWDC.

Program Schedule

PROGRAM SCHEDULE for March has been issued by WAFM Birmingham, Ala. Schedule is incased in tri-colored cover featuring station's slogan, "WAFM Radio Alabama—Alabama's First FM Broadcast Station." In addition to month's schedule, booklet contains facts about FM coverage.

Radio Club

FREE radio courses in dramatics, announcing, engineering, music, talent and script writing are being offered by WTAG Worcester, Mass., to members of its Radio Club. Station has produced educational motion pictures to be used at weekly class meetings and has issued wallet-size indentification cards to members. Cards bear WTAG Radio Club insignia, and each of six classes have individual color card.

KPO Facts

TAGGED "It Pays To Know About KPO," San Francisco NBC station is distributing two-page promotion piece with facts of population growth and color map of market.

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA

WCAX
BURLINGTON

VERMONT'S
ONLY CBS
STATION

SOON
5000
WATTS

1000 WATTS • FULL TIME

Making *the best* even better!

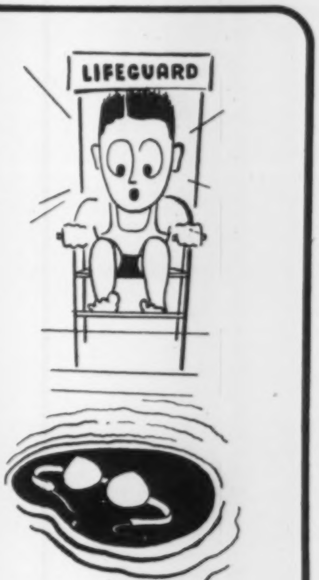
ORIGINAL SONGS
The Texas Rangers
SING

Now—along with "The Texas Rangers"

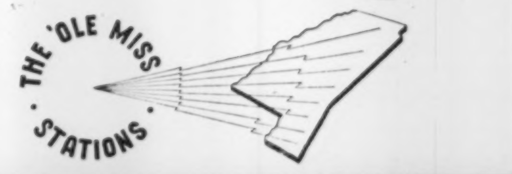
A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

LOOK
What You're
MISSING . . .



Sooner or later you are bound to discover the facts! It takes all the 'Ole Miss Stations to sell Mississippi. Manufacturing employment in the South's No. 1 expanding market is at 154 as compared with 120 for 1945 and 100 for the 1939 monthly average. Now's the time to dive in and get complete coverage of this BILLION DOLLAR Market. Buy all the 'Ole Miss Stations and you can't MISS Mississippi!



WAML . . . Laurel
WCBI . . . . Columbus
WCOC . . . Meridian
WELO . . . .Tupelo
WFOK . . . Hattiesburg
WGCM . . . Gulfport
WGRM . . . Greenwood
WJDX . . . Jackson
WJPR . . . .Greenville
WJXN . . . Jackson
WLAU . . . Laurel
WMIS . . . .Natchez
WQBC . . . Vicksburg
WROX . . . Clarksdale
WSLI . . . . Jackson
MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

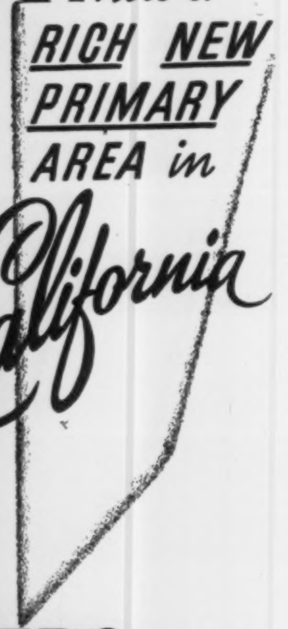
Ever see a Spartan
sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

NBC has a RICH NEW PRIMARY AREA in California



KERO Bakersfield

RODMAN RADIO STATIONS
KFRE · KRFM · FRESNO
KERO · BAKERSFIELD ·

PROGRAMS

LISTENER participation program titled "Your Musical Corsage" is new feature on WAIT Chicago. Sponsored by Schiller Flower Shops, that city, program invites listeners to write in requesting their favorite Memory Melody. Narrator Paul Bron Salinder reads winning letters and presents listener's song. For each letter used, sponsor sends contributor a corsage, delivered to home while program is in process. All contributing listeners receive glass rose bowl with Schiller Red Rose. Aired Sat. 5 p.m., program is owned by Paul Bron Saliner, Saltimieras Radio Adv., Chicago.

Broadway Musical Scores

FEATURING scores from Broadway musical shows, "Cavalcade of Melody" is new show heard on KSL-FM Salt Lake City. Aired Sun. 7-7:30 p.m., program is sponsored by R. T. Harris Adv., that city. Tri-colored folders have been distributed to local FM listeners and advertisers by the agency giving nine-week schedule of show, and stating that this is "Utah's first commercial FM radio broadcast."

Teen-Age Feature

PROGRAM designed for high school students is aired Sat. 10:15 a.m. over WJPF Herrin, Ill. Titled "Teen Town Time," opening program featured Herrin High school chorus. Other programs include speech, science, agriculture and language. Sponsor is Herrin Supply, department store.

Teen-Age Tips

NEW show dealing with teen-agers and their problems is aired over WHHM Memphis, Thurs. 8:30-9 p.m. (CST). Titled "The Dilly Kids," participants are six high-school students who debate on various subjects. Program also includes social news, tips on fashions and sports comments by Memphis' outstanding young athletes. Jo McKinnon writes and produces show with Joe Allison as m.c. Sponsor is Dilly Bottling Co., Memphis, soft drinks.

Want Ads Aired

LISTENERS are invited to phone "want ads" to WHBQ Memphis, for free airing on "Want Ads of the Air" program, heard Mon.-Fri., sponsored by Pure Oil Co., that city. Ads may be sent directly to station or to any Pure Oil dealer and will be presented, at no charge, on show. Station reports that enough ads have been received to keep program on air for three weeks without accepting another ad. Promotion for show included distribution or placards, 10,000 printed cards and ads in local newspapers.

U. of Iowa Centennial

CENTENNIAL birthday of U. of Iowa Feb. 25 was observed by WMT Cedar Rapids, with special program. Transcribed message from oldest living graduate from the university, Mrs. Lavina Wilson, 94 of Beverly Hills, Calif., was highlight of show. Also heard were Virgil Hancher, president of U. of Iowa, and Douglas Grant, WMT program director.

Recipes Aired

RECIPES of "old fashioned taste with modern touch" are heard daily on "Modern Kitchen," aired 9:15 a.m. over WTAG Worchester, Mass. Gretchen Thomas is hostess of program and sends out series of recipes to listeners on "Modern Kitchen" stationery bearing her picture and signature.

Centennial Week

WEEK-LONG series of special programs celebrating centennial of Lawrence, Mass., will be presented on WLAW, that city, during week of April 13. Musical, dramatic and institutional programs will feature local and regional talent.

Classics for Children

RECORDED series of daily programs for children, titled "Treasure Island," March 3 started on WLIB New York, aired Mon. through Fri. 5:30-5:50 p.m. Featuring classical music combined with stories narrated by personalities prominent on screen and stage, program has received approval from Nathaniel Kaplan, secretary of Board of Education, and Algernon D. Black, executive leader of New York Society for Ethical Culture.

Nuptial News

LATEST news of local engagements and weddings is presented by WLBR Lebanon, Pa., on its latest news program aired during noon hour. Full details of weddings are given, with appropriate musical bridges. Bill Halpern, WLBR announcer, writes and produces show, which is sponsored by Huberman's Jewelry Store of Lebanon.

Lenten Series

SERIES of 12 films featuring tales from the bible is being presented by NBC Television on WNBT New York, during Lenten season and thereafter. NBC Television has obtained exclusive rights to showing of these films which were made by Cathedral Films, producers of religious motion pictures on West Coast.

Exchange Series Replacement

NEW CBS series titled "As Others See Us" has replaced trans-Atlantic exchange programs with BBC, "Yours Sincerely," Sun. 12:30-1 p.m. Larry Lesueur is featured with comments by magazines, newspapers and radio commentators of other countries about important happenings in U. S. Information is gathered in New York from CBS world correspondents.

Air Coverage

COVERAGE of finals in the four man Olympic trials on Lake Placid bobrun Feb. 16 was handled by WGY Schenectady, N. Y., by means of helicopter equipped by General Electric Co. with short wave transmitter. Announcer in helicopter flying above bobrun was able to describe racers as they negotiated various curves to the finish. Program was aired at 10:45 a.m. and carried on NBC.

PTA Favorites

PARENT TEACHERS Assn. of Memphis has voted "Young America Sings," heard on WMC Memphis Sat. 1 p.m., as its favorite locally-produced children's program. Show is directed by Wilson Mount, supervisor of music in Memphis public schools. "Junior Theatre," heard at same time on WREC Memphis, received favorable comment as program "we like our children to hear" in discussion preceding vote.

Folk Songs

OLD-TIME Mormon and western folk songs, from transcriptions preserved in U. of Utah archives, highlight weekly program titled "Songs the People Sing" heard on KALL Salt Lake City. Program is presented in cooperation with music and speech departments of U. of Utah and series is written and produced by Dr. Hector Lees, staff musicologist at university.

Juvenile Education

AIMED at stimulating family interest in children's education, to decrease juvenile delinquency, new weekly series has been started on WGAN Portland, Me., presented by Maine Congress of Parents and Teachers. Program is in forum type with moderator and participants, who each week discuss problems ranging from educational legislature to methods of child-training.

County News Coverage

WIRE RECORDINGS of meetings of Bexar County Commissioner's Court and various other official conferences are being used by KTSA San Antonio, Tex., as part of daily newscasts and to highlight day's feature stories. Eston Pace, KTSA news editor, feels that such arrangement brings listeners into closer contact with county officials and enables public to get news directly from source without undue color. Efforts are being made to include city officials in similar arrangement.

Town Meeting

BROADCASTING from stage of local theatre, WEED Rocky Mount, N. C., each Tuesday night presents "Rocky Mount Town Meeting." Panel of four persons and moderator discuss local issues taken from questions from theatre audience. Feature is presented in cooperation with Community Radio Council.

Congressional Report

REPORT of week's activities of Congress is presented on WRVA Richmond, Va., each Saturday at 6:05 p.m., by Congressman J. Vaughan Gary of Richmond. Congressman Gary, who represents Third District, returns to Richmond each week-end to report to his constituents.

Saturday Features

THREE and a half consecutive hours of Saturday shows designed especially for "younger set" have been started by WNBC New York. "Songs for Children," featuring Frank Luther, is heard 8:30-9 a.m.; "Triple B Ranch," with Bob Smith, 9-9:30 a.m.; "All Aboard for Adventure," 9:30-9:45 a.m., and other children's programs aired up to noon hour.

Circuit Court Aired

WGNS Murfreesboro, Tenn., Feb. 17 broadcast from Rutherford County Courthouse the charge to Grand Jury at opening of February term of Circuit Court. Judge John D. Wiseman presided. Charge consisted of instructions to Grand Jury concerning investigation of crimes committed in county since last term of court. Another such feature will be broadcast in June during next session of Circuit Court.

Dramatization of News

DAILY news feature of WILM Wilmington, Del., is dramatic program titled "Assignment Wilmington." Written by William P. Frank, news director of WILM, and produced by Don Graham, program dramatizes major news stories of Delaware.

Student Production

REVISED format of "Smoke Signals," 20 year old Boy Scout program heard on WHAM Rochester, N. Y., presented need for announcers, dramatic cast and writers. Show was turned over to graduate radio students of Rochester Institute of Technology who now produce program under supervision of Al Sisson, director of radio class.

Home Description

DAILY interviews with the housewives of Ashland, Ky., area highlight WCMI Ashland's program, "Meet Your Neighbor." Station manager Joe Matthews is interviewer and prepares programs in home of housewife day before program with wire recorder. Mr. Matthews goes from room to room and describes home.

NBC IN THE PACIFIC SINCE 1931

KGU HONOLULU

The BEST IN RADIO

HAWAII'S FIRST STATION NBC

Affiliated with THE HONOLULU ADVERTISER · *Represented by* THE KATZ AGENCY, INC.

No Justice

AUGUSTA, Ga., recently installed parking meters on one of its main throughfares, Broad St., and WBBQ, covering the official launching of the new system, assigned John Watkins, its commercial manager, to broadcast the depositing of the first nickle. Mr. Watkins handled the assignment, but forgot to deposit a nickle when he parked his own car. He carried home the first ticket for violation of the new parking meter ordinance.

WTMJ's TV Order

ARRANGEMENTS for the delivery of complete RCA television studio and broadcasting equipment to WTMJ Milwaukee for its television station have been completed. Equipment on order includes two image orthicon field cameras and complete field pick-up equipment, a 5-kw television transmitter, input and monitoring equipment, a 16 mm television motion picture projector, a special television camera for pick-up from films, and a 3-bay super-turnstile antenna and diplexer unit. Also on order with RCA is a 50 kw FM transmitter, RCA type BTF-50A.

AT&T Debentures

A REGISTRATION statement covering the proposed issuance and sale of $200,000,000 35-year debentures due April 1, 1982, was filed last week by the American Telephone and Telegraph Co. with the securities and exchange commission. Net proceeds from the sale would be used to provide the company's subsidiary and associated companies with funds for extensions, additions and improvements to their plants, etc. The company intends to invite sealed bids for the purchase of the new issue as a whole.

SUMMER replacement for Edgar Bergen show, sponsored by Standard Brands on NBC, Sun., will be Alec Templeton. Agency: J. Walter Thompson Co., N. Y.

FRENCH TO OFFER U. S. TRANSCRIBED SERIES

THE NORTH AMERICAN service of the French Broadcasting System will make available a series of transcribed programs in English to U. S. broadcasters beginning April 7, it was announced last week in New York. This is the first time these programs have been offered to the U. S. by the newly expanded North American service of Radio Diffusion Francaise. Prominent American broadcasters reviewed these shows and offered suggestions at a meeting held in New York on Jan. 29.

The following 14-minute, 30-second transcribed programs will be offered on a weekly basis: *Hello From France,* a weekly round-up of interviews with Parisian celebrities and American visitors; *Rendezvous In Paris,* featuring the latest popular songs, singers and orchestras; *French Folklore,* describing provinces of France, their geographic and economic characteristics, customs, folk songs.

Four to five-minute program subjects will include literature, art, recipes, fashion, travel, economics and entertainment.

Several 14-minute, 30-second programs also will be offered on a bi-monthly basis.

Seminar Proposed

NEW ADVISORY BOARD of Emory U.'s division of journalism is considering a proposal to hold a seminar for radio and newspaper men similar to Columbia U.'s American Press Institute. Suggestion for the seminar, tentatively planned for next winter, came from Leonard Reinsch, managing director of WSB Atlanta. The advisory board chairman is George C. Biggers, president of Atlanta Journal Co. Its membership, in addition to 22 newspaper and advertising executives, includes five station managers—James E. Bailey, WAGA Atlanta; Wilton Cobb, WMAZ Macon; John Fulton, WGST Atlanta; Walter Speight, WATL Atlanta, and Mr. Reisch of WSB.

FRIENDS

"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

MILESTONES

TWO - HOUR 20th anniversary broadcast is being planned by WMBD Peoria, Ill., for March 22 from Peoria Armory. CBS' Bob Hawk will m.c. Full scale three-week promotion build-up, using all media, now effective. FM promotion tie-in included. Five hundred business and civic leaders are to be honored guests . . . Benjamin Moore & Co., New York (paint and paint product manufacturer), has started third year sponsorship of weekly *Your Home Beautiful* on ABC. St. Georges & Keyes is agency. Show has been on the air for 19 years. Assistant Manager F. M. (Todd) Sloan of Westinghouse Radio Stations is newest Westinghouse addition to the Twenty Year Club, informal organization of radio pioneers, headed by Commentator H. V. Kaltenborn. . . . Edward Petry Co., New York, observes its 15th anniversary March 15. Station representative now has eight branch offices throughout the country.

Mr. Sloan

CKNX Wingham, Ont., during week of 21st birthday, sent bouquets of roses to couples celebrating their 21st wedding anniversaries. . . . CKAC Montreal 25th milestone publicity includes use of bright green and silver stickers upon all station mail. . . . KFBK Sacramento, Calif., which claims to be first newspaper-owned station on the Coast, has entered the 26th year of its operation. Affiliated *Sacramento Bee* is now in 91st year.

Cal J. McCarthy, senior vice president and treasurer of Ruthrauff & Ryan, New York, has started his 26th year with the agency. . . . James A. Byron, news editor of WBAP Fort Worth, Tex., is celebrating his 10th year on the air. . . . George Monaghan, has marked his first year as record m.c. at WOR New York. . . . Ed Hart, producer - moderator of WINX Washington forum *Is Congress Doing the Job,* enters second year with show. . . . Wes McKnight, program director and sportscaster of CFRB Toronto, is now in his 21st radio year. CFRB also passes 20th milestone.

Mr. Byron

Entering 23d year is *Home Service Daily* feature of WTOP Washington. Show is conducted by Elinor Lee who marks her fourth anniversary with program. . . . Beginning its 24th year of operation, CKWX Vancouver, B. C., has formally inaugurated its new 5 kw transmitter.

RETAIL SALES increase in PHOENIX Arizona DOUBLE the National Average

KOY
550 KC
1000 WATTS
CBS AFFILIATE
Key Station of the Arizona Network

First in this Rich and Growing Market

Management affiliated with WLS, Chicago
Burridge D. Butler, President

National Representatives
JOHN BLAIR & COMPANY

Coverage from *Within*
OF FOUR NEW MEXICO
MAJOR MARKETS

KTRC
Santa Fe
KFUN
Las Vegas
KOAT
Albuquerque
KGAK
Gallup
All ABC Affiliates

Zia Network stations at a package rate or as single stations are the best buy in the Southwest!

Is Possible Only
With the Only
Regional Network
in New Mexico

Zia Network

Represented By
HOMER GRIFFITH CO. inc.

STARDUST

OVER KANSAS' GREAT NO. 1 MARKET!
RADIO'S MOST POPULAR STARS HELP YOU SELL THE RICH WICHITA AREA!

KANS

IS NBC IN WICHITA • 1240 ON THE DIAL
SERVING KANSAS' 7 FAVORED FIRSTS

- ★ FIRST IN POPULATION
- ★ FIRST IN RETAIL SALES
- ★ FIRST IN RADIO FAMILIES
- ★ FIRST IN MANUFACTURING
- ★ FIRST IN NUMBER EMPLOYED
- ★ FIRST IN WAGES PAID
- ★ FIRST IN BUYING POWER

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN *Radio Sales*

OFFICERS elected by newly organized Academy of Television Arts and Sciences, Hollywood [BROADCASTING, Feb. 17], assumed their duties at February monthly meeting. Officers are (l to r): Front row—Don McNamara, Telefilms Inc., corresponding secretary; Ronald C. Oxford, executive producer of television, KFI Los Angeles, first vp; Edgar Bergen, star of NBC *Chase and Sanborn Show* and president of Bergen-Cunning Television Productions, president; Mark Finley, public relations director of Don Lee Broadcasting System, second vp. Back row—O. A. Engstrom, science department, Glendale (Calif.) city schools, recording secretary; R. A. Monfort, technical director of television, *Los Angeles Times*, treasurer; Marcia Drake, Bergen-Cunning Television Productions, secretary; Joseph Kay, NBC Radio Recording Division, secretary to the treasurer; Syd Cassyd, Hollywood editor of *Film World*, coordinating executive assistant to the board of directors.

In the Public Interest

STORY of a three-year-old girl critically ill with tuberculosis in a Macon, Ga., hospital, and in need of funds for treatment, was broadcast over WMAZ that city, by Announcer Fred Hill and Alice Price, WMAZ news reporter, on the 11:10 p. m. news show Feb. 28. Mr. Hill reported that physicians said the girl's only chance for life centered around a drug, streptomycin, which was so costly the family could not afford to buy it. Before he could finish the broadcast, contributions were being phoned in to WMAZ news room. A druggist contributed a supply of streptomycin and treatment was started. WMAZ broadcast daily reports of the child's condition, until March 2 when the report of her death was received. Contributions continued even after her death, the station reports, and more than one thousand dollars was pledged.

* * *

WNAC Helps Save Life

FLASH announcements over WNAC Boston and the Yankee Network helped save the life of a Quincy mother and her unborn child and aided in the arrest of a murder suspect—all within the space of a week—the station management reports. Less than an hour after WNAC had interrupted its *Tello-Test* program to broadcast a bulletin concerning the sex-slaying of an 11-year-old Malden, Mass., school girl a suspect was turned over to the Malden police—by his mother, who had heard the bulletin—and later the same day the suspect confessed the crime. The case involving saving of life concerned the wife of a Quincy police officer who was suffering severe hemorrhages before the birth of her child. When Yankee Network aired an appeal over WNAC for blood donors, one with the right type of blood was obtained, a transfusion was given, and both mother and baby are reported "doing very well."

* * *

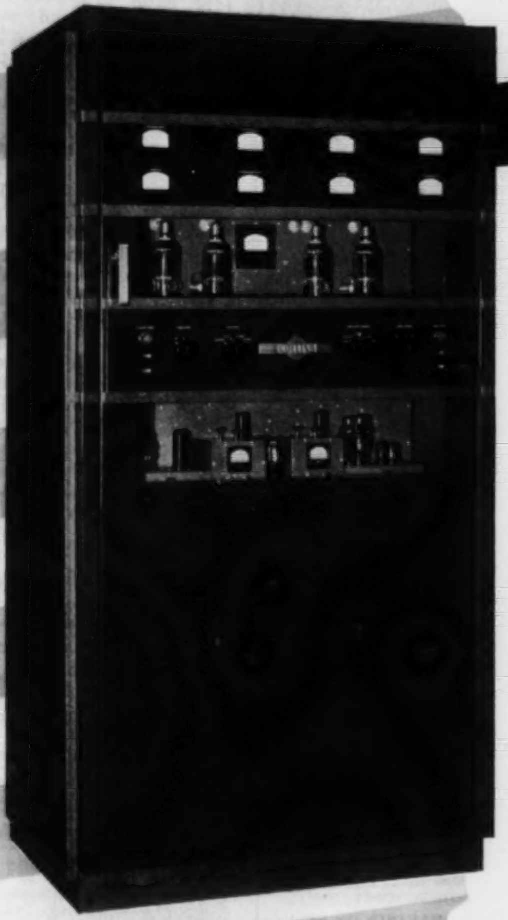
KMPC Clinic

WITH diphtheria epidemic threatening the Los Angeles area, KMPC Hollywood, cooperating with the city health department, set up a special clinic at the station Mar. 5 to innoculate children. Recordings of the proceedings were cut for distribution to Los Angeles stations.

* * *

Find Foster Homes

SEATTLE stations are being highly praised for their contribution to the Foster Home Finding Campaign, according to Leopold Lippman, director of public information for the drive. Radio publicity started two weeks after newspaper promotion, and despite this fact, of the 909 homes offered, about one-third came in response to radio programs and spot announcements. The radio appeal was directed primarily to homes for school age children, who are the most difficult to place. In addition to spot announcements on most Seattle stations and special shows on KXA, the campaign received special support from KJR, which recorded several interviews with the children.



The Collins 300G 250/100 watt AM Broadcast Transmitter

Gives You More Than High Fidelity

High fidelity is not enough. Over a period of years the test of quality in broadcast equipment is *consistently high performance with continuous operation*. The 300G transmitter is proving its quality in every installation. Its performance exceeds FCC requirements.

Every circuit is engineered for efficiency. Every component is operated well within its rating. Sealed transformers, chokes, and capacitors, together with oversize, heavy duty circuit components provide adequate safety factors. The result is simplified design with fewer stages and components, and long uninterrupted service. True economy is inherent in a 300G station—low original cost, low operating cost, and minimum maintenance and repairs.

The 300G has high fidelity performance, 540-1600 kc frequency range, dual oscillators, forced air cooling, front panel control of motor tuned circuits, personnel and circuit protection, filament voltage regulation, vertical chassis construction with maximum accessibility, and many other advantages. Get the complete details by writing for a 300G bulletin.

The 12Z Remote Amplifier

4 channels, complete in one package, light weight, 30—12,000 cps, +17 dbm output, a-c or battery operated, self-contained power supplies, talk-back, 600 ohm output impedance.

The 212Y Remote Amplifier

Single channel, a-c or battery operated, self-contained a-c supply, 30—15,000 cps, low noise and distortion, low cost, +17 dbm output, talk-back, easy installation, 600 ohm output impedance.

FOR BROADCAST QUALITY, IT'S... COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.

Recommended
LOUDSPEAKER EQUIPMENT
for typical broadcasting stations
ALTEC LANSING

The monitoring speakers you choose today may decide your place in broadcasting circles for the next ten years. Your choice is as important as that! These Altec Lansing speakers, which we recommend for specific locations in your station, will not only keep you ahead of competition today, but prepare you for the technical advancements to come. You can't "do better" than Altec Lansing loudspeaker equipment.

Model 604 Duplex
recommended for:
CONTROL ROOM AND OWNER'S OFFICE

The people who carry the responsibility for a station's reputation must have a speaker of Duplex caliber for critical listening. This famous two-way multi-cellular Duplex is unequalled by any speaker at any price.

Model 603 Dia-Cone
recommended for:
RECEPTION AND AUDIENCE VIEWING ROOM

In less critical locations, this 15-inch Dia-Cone provides superior performance at lower-than-planned investment. The multi-cellular construction makes possible wide angle coverage for large audiences.

Model 600 Dia-Cone
AUXILIARY SPEAKER FOR MISCELLANEOUS LOCATIONS

A small scale edition of the Altec Lansing quality you find in more expensive models. Both the 600 and 603 incorporate the Dia-Cone principle of driving separate high and low frequency diaphragms from a single 3" voice coil of edgewise wound aluminum ribbon.

• • • • • • • • • • • •

Cabinetry:

This distinctive mahogany floor cabinet is ideal for owner's office and reception room. We recommend it for its impressive appearance. Wall and utility cabinets are also available.

• • • • • • • • • • • • •

See your dealer
or write us for
further information.

ALTEC
LANSING CORPORATION
1161 N. Vine St., Hollywood 38, Cal.
250 W. 57th St., N. Y. 19, N. Y.

"KEEP ADVANCING WITH ALTEC LANSING"

SPONSORS

GENERAL PETROLEUM Corp., Los Angeles (Tavern products), April 14 starts for 13 weeks, daily participation in combined "Sunrise Salute" and "Housewives Protective League" programs on KNX Hollywood. Other Pacific Coast participation programs will be used. Agency: West-Marquis Inc., Los Angeles.

RALPH HEATON, former partner of Allen, Heaton & McDonald, Cincinnati, has been appointed advertising director of Bowman Gum Inc., Philadelphia. Foote, Cone & Belding, New York, is agency for Bowman Gum account.

Mr. Heaton

INTERNATIONAL HARVESTER Co., Chicago (institutional), April 6 shifts NBC "Harvest of Stars" from New York to West Coast for four weeks. First program originates from Hollywood on that date; Seattle on April 13; San Francisco on April 20 and Hollywood again on April 27. Agency: McCann-Erickson, New York.

HOMESTEAD BREWERY, Homestead, Pa. (Hofbrau and Heigh Ho beer), has appointed F. A. Ensign Adv., Pitsburgh, to handle advertising. Radio to be used.

U. S. RUBBER Co., New York, March 7 extended "Campus Hoopla" on WNBT New York, NBC video station, to include WPTZ Philadelphia. Agency: Campbell-Ewald Co., N. Y.

ROY E. HAMMOND, assistant comptroller of General Motors Corp., Detroit, has been elected comptroller of firm.

KUSHINS Inc., San Francisco (men's shoes), has appointed Hoefer, Dieterich & Brown, that city, to handle advertising. Plans include use of radio.

NATIONAL FARM SHOW Inc., Chicago, has appointed Malcolm-Howard Adv., that city, to handle advertising for National Farm Show in Chicago, Nov. 29-Dec. 7. Radio will be used.

NEW PROCESS BAKING Co., Chicago (Green Mill bread and cake), has appointed Olian Adv., Chicago, to handle advertising. Radio will be used.

REIMER Mfg. Co., Berkeley, Calif. (automatic Plant Nurse), has appointed Ad Fried Adv., Oakland, to handle advertising. Radio will be used.

McDANIEL'S SALES AGENCY, Oakland, Calif. (home freezers and Walk-in freezer coolers), has appointed Ad Fried Adv., that city, to handle advertising. Test campaign will include use of radio farm programs.

H. W. RODEN, president of American Home Foods, New York, has transferred his office and residence from New York to Los Angeles. **VICTOR I. NORTON**, recently appointed executive vice president of company, will act as administrative head of business with headquarters at 22 E. 40th St., New York.

HAT Corp. of America, New York (Dobbs hats), has appointed Doherty, Clifford & Shenfield, New York.

HELMS BAKERIES, Los Angeles (home delivery chain), March 10 starts weekly spot announcement campaign on 11 Southern California stations. Contracts are for 26 weeks. Agency: Dana Jones Co., Los Angeles.

Tool Up for Video

STROMBERG-CARLSON CO. announces that it is now tooling up for production of the two video receivers it demonstrated during the January furniture mart in Chicago and expects to have them on the market during the last quarter of 1947. One set, TV1OL, is a straight television console with a 10-inch direct viewing tube, facilities for covering all 13 video channels.

Amateur Lends Hand

DONALD LOVEDAY, WGAN Portland, Me., engineer who is also an amateur radio operator, aided a Portland resident, Harland Bruns, in getting in touch with his Army son in Germany to tell him that his mother was recovering from a major operation. Mr. Loveday, using his 400-w amateur station, W1MXQ, contacted a radio amateur in Hamburg, Germany. Arrangements were made for a 9 a.m. contact between the American and German amateurs. The contact was successfully made, and Mr. Bruns told his son, who was listening on the German end, that the mother was to undergo the operation that day. A week later a second contact was made by Mr. Loveday with the same German amateur, and this time Mr. Bruns told his son that his mother was on the road to recovery.

NETWORK ACCOUNTS

Renewal Accounts

FRANK H. LEE Co., Danbury, Conn. (Lee hats), March 2 renewed for 104 weeks "Drew Pearson" on ABC, Sun. 5-5:15 p.m. (CST). Agency: William H. Weintraub & Co., N. Y.

GENERAL FOODS CORP., New York, March 31 renews for 52 weeks "Portia Faces Life" on NBC, Mon. through Fri. 5:15-5:30 p.m. Agency: Young and Rubicam, N. Y.

Network Changes

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), April 26 shifts "Your Hit Parade" on CBS, Sat. 9-9:30 p.m., to NBC. Agency: Foote, Cone & Belding, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Swan soap), June 30 drops "Joan Davis Show" on CBS. Agency: Young & Rubicam, N. Y.

CANADA DRY GINGER ALE Inc., New York, March 28 drops "Meredith Willson Show" on CBS, Fri. 7:30-8 p.m. Agency: J. M. Mathes Inc., N. Y.

BRISTOL MYERS OF CANADA, Montreal (Vitalis, Trushay, Ingrams), March 14 drops "Allan Young Show" on 40 Dominion network stations. Agency: Ronalds Adv., Montreal.

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FCC Actions

(*Continued from page 71*)

Applications Cont.:

Robert G. Magee and Thomas P. Robinson. (60 shares of common stock—54.5%).

AM—890 kc

Piedmont Bcstg. Co., Greenville, S. C.—CP for new standard station, 910 kc, 1 kw, daytime.—AMENDED: to change frequency from 910 to 890 kc.

AM—1340 kc

WFIG Sumter, S. C.—Voluntary transfer of control from J. Samuel Brody, T. Douglas Youngblood and Ruth B. Brody to Hubert D. Osteen, Robert E. Graham, Ernest C. Stroman, Clifton G. Brown, Fulton B. Creech, John Clarke Hughes, William C. McManus, Julius E. Eldridge, William C. Eldridge, S. F. Stoudenmire, Edwin L. Freeman, William G. Blackwell, A. T. Heath, Jr., Bert L. Montague, Simon K. Rowland, George B. Silbert, Maurice B. Morrow and Jasper H. Lawson. (80 shares of capital stock, 80%).

FM—Unassigned

Mission Bcstg. Co., San Antonio, Tex.—CP for new (Metropolitan) FM station to be operated on frequency to be determined by FCC.—AMENDED: to change ERP from 32 kw to 48 kw and make changes in antenna system.

AM—1450 kc

Sky-Park Bcstg. Corp., Front Royal, Va.—CP for new standard station, 1450 kc, 250 w, unlimited.

AM—1400 kc

Halifax Bcstg. Co., South Boston, Va.—CP for new standard station, 1230 kc, 250 w, unlimited.—AMENDED to change frequency from 1230 to 1400 kc.

AM—1240 kc

Radio Bluefield Co., Bluefield, W. Va.—CP for new standard station, 1240 kc, 250 w, unlimited.—AMENDED: re articles of partnership agreement.

AM—860 kc

WOAY Oak Hill, W. Va.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

Applications Dismissed

AM—900 kc

Universal Radio Features Syndicate, Laguna Beach, Calif.—CP for new standard station, 900 kc, 250 w, unlimited.—DISMISSED Feb. 26, conflict with 3.25 (d).

AM—900 kc

Southern Puerto Rico Bcstg. Corp., Ponce, P. R.—CP for new standard station, 900 kc, 250 w, unlimited.—DISMISSED Feb. 26, conflict with 3.25 (d).

AM—1570 kc

Central State Bcstg., Clintonville, Wis.—CP for new standard station, 1570 kc, 250 w, unlimited.—DISMISSED Feb. 26, conflict with 3.25 (d).

Applications for Renewal

KFSG Los Angeles, Calif.; **KFXJ** Grand Junction, Colo.; **KRKD** Los Angeles; **WRRV** Sherman, Tex.; **KTMS** Santa Barbara, Calif.; **KTW** Seattle, Wash.; **WAVE** Louisville, Ky.; **WBBB** Burlington, N. C.; **WGBI** Scranton, Pa.; **WPAT** Paterson, N. J.

Tendered for Filing Since Feb. 7

AM—1600 kc

KUBA Yuba City, Calif.—Modification of CP to increase power from 500 w to 1 kw, install new transmitter and approval of DA for night use.

License Assignment

WGRV Greeneville, Tenn.—Consent to assignment of license to Radio Greeneville Inc.

AM—1400 kc

WHAL Shelbyville, Tenn.—Consent to assignment of license to J. O. Fly, Sr., George F. Fly, and Harvard P. Smith d/b as Shelbyville Bcstg. Co.

March 5 Decisions . . .

BY THE COMMISSION

AM—1490 kc

Torrington Bcstg. Co., Torrington, Conn. and Berkshire Bcstg. Corp., Danbury, Conn.—Announced proposed decision for grant of Torrington Bcstg. Co. application for new station, 1490 kc, 250 w, unlimited; proposed to deny Berkshire Bcstg. Co. application for same facilities.

AM—790 kc

Northern States Bcstg. Co., Fargo, N. D. and KVOX Moorhead, Minn.—Announced adoption of proposed decision for grant of Northern States Bcstg. Co. application for new station, 790 kc, 5 kw, unlimited, DA night; proposed to deny KVOX application to change from 1340 kc, 250 w, unlimited to 790 kc, 5 kw, unlimited. Commissioner Jett voted for proposed grant to KVOX and proposed denial to Northern States.

AM—1300-1400 kc

Newnan Bcstg. Co., Newnan, Ga., and Volunteer State Bcstg. Co., Nashville, Tenn.—Adopted order setting aside order of Jan. 23 which granted Newnan Bcstg. Co. application for new station, 1400 kc, 250 w, unlimited and Volunteer State Bcstg. Co. for new station, 1300 kc, 5 kw, unlimited, DA, night; reopened hearing upon issues of interference to WATL Atlanta, Ga., and WJHO Opelika, Ala., which may be caused by Newnan Bcstg. Co. operation on 1400 kc; said hearing set March 10, Washington.

March 5 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

Santa Rosa Bcstg. Co., Santa Rosa, Calif.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1400 kc

Belvedere Bcstg. Corp., Baltimore—CP for new standard station, 1400 kc, 250 w, unlimited. (Contingent on WCBM changing to 680 kc).

License for CP

WSHS Floral, N. Y.—License to cover CP, as modified, which authorized noncommercial educational station.

AM—1600 kc

Champion City Bcstg. Co., Springfield, Ohio—CP for new standard station, 1570 kc, 1 kw, daytime.—AMENDED: to change frequency from 1570 to 1600 kc.

AM—1110 kc

Brazoria County Bcstg. Corp., Brazosport, Tex.—CP for new standard station, 1500 kc, 250 w, daytime.—AMENDED: to change from 1500 to 1110 kc.

Modification of CP

WIRL Peoria, Ill.—Modification of CP which authorized new standard station, to specify power of 5 kw and DA for day and night use, change type transmitter and change transmitter location.—AMENDED: to modify DA and change geographic coordinates (no change in description).

AM—1340 kc

"Show-Me" Bcstg. Co., Rolla, Mo.—CP for new standard station, 1340 kc, 250 w, unlimited.—AMENDED: to change transmitter and studio locations.

Application Dismissed:

AM—810 kc

KTBI Tacoma, Wash.—Special service authorization for 810 kc, 100 w, approximately two hours after local sunset six days each week, for period ending in no event later than Sept. 7, 1947. Dismissed Feb. 28 by request of attorney.

License Renewals

KOIN Portland, Ore.—Application for license renewal.
KSAL Salina, Kan.—Same.
WBEN Buffalo, N. Y.—Same.
WGBG Greensboro, N. C.—Same.

TENDERED FOR FILING
(Since Feb. 7)

AM—1450 kc

WHKP Henderson, N. C.—Consent to assignment of CP from Redege Bcstg. Co. to Radio Hendersonville Inc.

(*Continued on page 81*)

Radio Jobs at MacArthur Tokyo Headquarters Open

THE WAR DEPARTMENT has announced it will seek within the next two months replacement personnel (particularly in technical positions) for General MacArthur's headquarters radio operation in Tokyo. The positions, which will be opening up from time to time, will include broadcast technicians, standard engineers, equipment supervisors, operations supervisors and administrative officers.

Those interested in applying should file applications (Civil Service Commission Form 57, available at major post offices or by writing directly to the War Department) with Personnel and Training Branch of the Civil Affairs Division, Room 3B863, Pentagon Building, Washington 25, D. C.—attention Mr. Stier.

WWDC-FM Readies

FM OUTLET of WWDC Washington is expected to begin operation with approximate 3 kw radiated power on 100.9 mc about the first of April, the station announced last week in a statement to the trade. Quonset hut transmitter house has been completed for use until permanent quarters can be erected. Full radiated power will be 20 kw. WWDC-FM will duplicate some WWDC programs in addition to separate broadcasts. The FM affiliate plans to issue charter member certificates to the first 5,000 listeners to report hearing the station.

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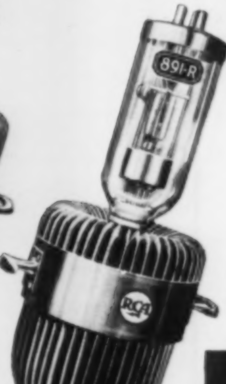
RCA-9C22 used in 50-kw AM transmitters



RCA-892-R used in 5- to 50-kw AM transmitters

AM

RCA-9C26 used in 10- to 50-kw FM transmitters

RCA-7C24 used in 1- to 3-kw FM transmitters

FM

RCA-2P23 Image Orthicon for outdoor and studio television pick-up

RCA-8D21 used in 5-kw television transmitters

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ATLANTA'S newest radio station WBGE (1340 kc, with 250 w) was officially dedicated March 3 with some 600 guests attending the buffet breakfast and formal evening dinner festivities [BROADCASTING, March 3].

Owned by Mike Benton and managed by Maurice Coleman, WBGE's open house party held March 1-2 attracted over 5000 Atlantans. Jim Kirby, program director, was m. c. of the dedicatory programs.

Among the guests were Lambdin Kay, former WSB Atlanta pioneer, now with Georgia Assn., Industries; William Jenkins, Willis Davis, Georgia Theatres; Mr. and Mrs. Happy Quarles, WRGA Rome; Senator Jack Williams, WAYZ Waycross; Belmont Dennis, WMOC Covington; Earl Mann, Atlanta Baseball Corp.; Helen Bullard, Charles Rawson Adv.; James Battle, Decatur Bldg. and Loan; J. Comer, General Electric Co.; Milton Daniel, Beaudry Motor Co.; N. D. Eubank, Harrison Co., Ralph Huie, First National Bank, Atlanta; J. A. Northington, Graybar; C. G. Schneider, General Elevator Co.; Mayor W. B. Hartfield of Atlanta; Robert Reavis, Calvin Stanford Adv.; William Snowden, Snowden & Steward Adv.; Frank White, Kirkland & White Adv.; Mr. and Mrs. Worthington Lent, Washington.

Purchase of the 156 Atlanta Crackers baseball broadcasts by P. Lorillard Co., for Old Gold Cigarettes, through Lennen & Mitchell, New York, was announced by Mr. Coleman.

Cancer Society Mapping Its April Campaign Plans

THE AMERICAN CANCER Society is taking to the air with an array of big name talent in a campaign April 1-30. Heading the list are Joan Davis and Jay Jostyn who will act as co-chairmen of the Radio Artists Committee. The Mills Brothers, Jennifer Jones, Kate Smith, Ralph Edwards, Lionel Barrymore and Mrs. Eleanor Roosevelt will be heard during the campaign.

A new feature of this year's drive is a radio kit to be mailed to all stations. Included in the kit is a wide variety of transcriptions from which the broadcaster can select.

For sustaining time, the network program departments will be approached directly by the society. Sponsors will be asked to contribute one or more announcements during April. The Radio Artists Committee will arrange guest appearances of prominent personalities. Daytime serials, medical programs, and others which are adaptable will be slanted to the subject of cancer. National spot broadcasters and advertisers will also be requested to include appeals.

Force of Habit

WHEN Steve McCormick, Mutual's Presidential announcer, attempted to gain entry into the Naval Air Station, Washington, D. C., to wire-record a GCA (ground controlled approach) landing for Arthur Hale's' network newscast, he was stopped at the gate by a Marine sentry who demanded identification. But the sentry jumped to attention, snapped his heels and saluted smartly when Mr. McCormick whipped out his White House pass. In turn, Mr. McCormick, who had served in the Army five years, forgot he was a civilian and returned the salute through force of habit.

To Install FM

FEDERAL TELEPHONE & RADIO CORP., affiliate of the International Telephone & Telegraph Corp., will supply and install a complete new system of FM radiotelephone communications equipment for the police and fire departments of Dayton, Ohio, it was announced last week. One 250-w central transmitter and 50 mobile transmitter-receiver units will be used initially, but the company eventually expects an additional order for four 250-w transmitters and 100 mobile units. This equipment, plus a 300-foot antenna tower, will provide county-wide coverage.

Food and Drug Code

A CANADIAN code for food and drug radio advertising is being developed following joint meetings at Toronto of officials of the Dept. of National Health and Welfare, Ottawa, with officials of CBC, Assn. of Canadian Advertisers, Canadian Assn. of Broadcasters, and Canadian Assn. of Adv. Agencies. Currently all copy for radio commercials of food and drug products must be approved by the Dept. of National Health and Welfare and clearance is handled through CBC.

Good Receiver Market Seen in Latin America

WITH a vast market for radio sets in Latin America, U. S. manufacturers are offered fine opportunities to sell their products, according to a handbook issued by the Department of Commerce. It is titled "Latin America Radio Receiver Markets, Merchandising, Design Considerations and Digest of Tariff Systems," by Mort N. Lansing, General Products Division, Commodities Branch, Office of International Trade. Copies may be obtained from the Supt. of Documents or any Department field office.

The 28-page illustrated booklet analyzes opportunities in each country, with detailed information on market and merchandising situations. The booklet declares that buyers must be warned that war electronic developments have not revolutionized design or production methods of home receivers but that improvements will be built into the product in an orderly fashion.

CBC Video Survey

CANADIAN BROADCASTING Corp. has started making a survey of television programming and operating costs in the United States and Great Britain. J. A. Ouimet, CBC assistant chief engineer, and H. G. Walker, manager of Dominion network, are making the survey, with technical developments and operating costs, programming including use of films, actuality broadcasts, lectures, musical, variety and dramatic shows, and program costs and techniques to be studied.

Forest Fire Discs

SERIES of recordings on forest fire prevention are being distributed to State and Federal forestry officials for broadcast use, according to Clint Davis, director of the Cooperative Forest Fire Prevention program. The discs, of which 650 sets were prepared, consist of two platters each containing one 4½-minute dramatization, two one-minute spots, seven 30-second spots and station breaks. They were produced by NBC Washington.

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The Shreveport Times Station

FCC Actions

(*Continued from page 80*)

March 6 Decisions . . .

BY COMMISSION EN BANC

FM—Conditional Grants

Chronicle Pub. Co., Marion, Ind.—Authorized conditional FM grant for class B station subject to further review and approval of engineering details.

Worcester Bcstg. Co., Worcester, Mass.—Same.

FM—CPs Granted

CPs were authorized by Commission conditionally to five holders of conditional grants. Details are given on page 82.

License Renewals

A. H. Belo Corp., area of Dallas, Tex.—Granted renewal of developmental license for W5XIC for period ending May 1.

WOKO Albany, N. Y.—Extended facsimile license for W2XWE-FAX on temporary basis for period ending May 1, pending action on WOKO.

RadiOhio Inc., Columbus, Ohio—Extended facsimile license for W8XUM-FAX on temporary basis for period ending May 1, pending staff study.

Courier-Journal and Louisville Times Co., N. E. of Eastwood, Ky.—Same for W9XWT-FAX.

AM—1490 kc

Antietam Bcstg. Corp., Hagerstown, Md.—Granted CP for new station, 1490 kc, 250 w, unlimited, engineering conditions.

AM—1400 kc

Loys Marsdon Hawley, Bennettsville, S. C.—Commission on its own motion, removed from hearing docket and granted application for new station, 1400 kc, 250 w, unlimited.

AM—1050 kc

Frequency Bcstg. System, Shreveport, La.—Designated for hearing application for new station, 1050 kc, 250 w, daytime.

Modification of CP

WHRV Ann Arbor, Mich.—Granted modification of existing CP to comply with specifications of grant of Oct. 4, 1946 for new station, 1600 kc, 1 kw, DA-1, unlimited, subject to condition that applicant will satisfy all reasonable complaints within proposed 250.0 mv/m contour due to excessive blanketing.

Petitions Dismissed

WHAT Philadelphia—Dismissed petition for reconsideration directed against Commission action of Jan. 3, granting CP to Mid-Atlantic Bcstg. Co. for new station in Atlantic City.

WSPD Toledo, Ohio—Dismissed petition requesting withdrawal of petition directed against grant of CP to Northeastern Indiana Bcstg. Co. as Commission's amended Standards has eliminated interference alleged in said petition.

Shasta Cascade Bcstg. Corp., Mount Shasta, Calif.—Dismissed petition directed against Commission action on Oct. 31, 1946, granting without hearing application of Wonderland Bcstg. Co. for a new station at Redding, Calif.

Petition Denied

Paris Bcstg. Co., Paris, Tenn.—Adopted memorandum opinion denying petition for rehearing directed against Commission action on Dec. 26, 1946, granting application of Ky. Lake Bcstg. System.

AM—1490 kc

Western Pennsylvania Bcstg. Corp., Pittsburgh and East Liverpool Bcstg. Co., East Liverpool, Ohio—Designated for consolidated hearing applications for new stations, 1490 kc, 250 w, unlimited.

AM—900 kc

George Basil Anderson, Columbus, Neb. and Concordia Bcstg. Co., Concordia, Kan.—Designated for consolidated hearing applications of George Basil Anderson for new station at Columbus, Neb., 900 kc, 1 kw, daytime and Concordia Bcstg. Co., for new station at Concordia seeking same frequency with 250 w, daytime.

AM—1250-1260 kc

Belleville News-Democrat, Belleville, Ill.; WCNT Centralia, Ill., and W. Alexander Knight, East St. Louis, Ill.—Designated for consolidated hearing applications of Belleville News-Democrat for new station at Belleville, Ill., 1260 kc, 1 kw, unlimited, DA night; Hobart Stephenson to change facilities of WCNT from 1210 kc, 1 kw, daytime to 1250 kc, 500 w, night, 1 kw, LS, unlimited, DA night and W. Alexander Knight for new station at East St. Louis, 1260 kc, 1 kw, unlimited, DA.

AM—1220 kc

Terrell Broadcast Corp., Terrell, Tex. and Burton V. Hammond Jr., Denison, Tex.—Designated for consolidated hearing application of Terrell Broadcast Corp. for new station at Terrell, Tex., 1220 kc, 250 w, daytime and Burton V. Hammond Jr. for new station at Denison, Tex., seeking same frequency with 1 kw, daytime

AM—1260 kc

Steel City Bcstg. Co., Gary, Ind.—Designated for hearing application for new station, 1260 kc, 250 w, unlimited; further ordered that WFBM Indianapolis be made party to proceeding.

AM—1490 kc

Paul B. Lingenfelter, Clinton, Okla.—Designated for hearing application for new station, 1490 kc, 250 w, unlimited; further ordered that KVWC Vernon, Tex. be made party to proceeding.

AM—960 kc

Public Bcstg. Service, Enid, Okla. and The Ponca City Pub. Co., Ponca City, Okla.—Designated for consolidated hearing application of Public Bcstg. Service, for new station at Enid, Okla., 960 kc, 1 kw, unlimited, DA and the Ponca City Pub. Co. for new station at Ponca City, Okla., seeking same frequency with 500 w, unlimited, DA.

Petitions Denied

WSM Nashville, Tenn.—Adopted memorandum opinion and order denying petition for reconsideration directed against Commission action on Sept. 19, 1946, granting without hearing application of Southern Va. Bcstg. Corp. for new station in Crewe, Va. Also adopted memorandum opinion and order denying petition for reconsideration directed against Commission action on Sept. 30, 1946, granting without hearing application of Altoona Bcstg. Co. for CP.

Felix H. Morales, Houston, Tex. and The Bi-Stone Bcstg. Co., Mexia, Tex.—Designated for consolidated hearing application of Felix H. Morales for new station at Houston, Tex., 850 kc, 1 kw, daytime and The Bi-Stone Bcstg. Co. for new station at Mexia, Tex., seeking same frequency with 250 w, daytime.

BY THE COMMISSION

AM—1340 kc

East Tennessee Bcstg. Co. and Smoky Mountain Bcstg. Co., Knoxville, Tenn.—Commission announced final action granting application of East Tennessee Bcstg. Co. for new station, 1340 kc, 250 w, unlimited; denied application of Smoky Mountain Bcstg. for same facilities; also denied Smoky Mountain petitions requesting postponement of oral argument and reopening of record.

March 8 Applications . . .

ACCEPTED FOR FILING

AM—950 kc

KFSA Fort Smith, Ark.—License to cover CP, as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1360 kc

KFFA Helena, Ark.—CP to change frequency from 1490 to 1360 kc, increase power from 250 w day and night to 1 kw day and night, install new transmitter and DA night and change transmitter location.

FM—Unassigned

Rodgers & McDonald Newspapers, Inglewood, Calif.—CP for new (class A) FM station, frequency to be assigned by FCC, ERP 1 kw.

AM—640 kc

KFI Los Angeles—Modification of CP which authorized installation of new vertical antenna for extension of completion date.

FM—Unassigned

Rocky Mountain Bcstg. Co., Pueblo, Colo.—CP for a new (class B) FM station, frequency to be assigned by FCC, ERP 39.7 kw and antenna height above average terrain, 335 feet.

AM—1080 kc

WTIC Hartford, Conn.—Modification of CP which authorized installation of new transmitter for extension of completion date.

AM—1490 kc

WBAY Coral Gables, Fla.—License to cover CP, as modified, which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1280 kc

WGBF Evansville, Ind.—CP to increase power from 1 kw night, 5 kw day to 5 kw day and night and to make changes in DA night.—AMENDED: to modify DA.

AM—960 kc

WSBT South Bend, Ind.—Modification of CP, as modified, which authorized increase in power, installation of new transmiter and changes in DA, for extension of completion date.

AM—1100 kc

The Gate City Co., Keokuk, Iowa—CP for new standard station, 1100 kc, 250 w, daytime.

FM—99.5 mc

Liner's Bcstg. Station, Monroe, La.—CP for new (class B) FM station, channel 258; 99.5 mc, ERP 10 kw.

FM—Unassigned

Elmer A. Benson, Appleton, Minn.—CP for new (metropolitan) FM station, frequency to be determined by FCC, ERP 20 kw.—AMENDED: to specify studio location and antenna system.

AM—690 kc

Radio St. Louis, St. Louis—CP for new standard station, 690 kc, 1 kw, daytime.

FM—Unassigned

Chanticleer Bcstg. Co., New Brunswick, N. J.—CP for new (class A) FM station, frequency to be assigned by FCC, ERP 1 kw.

AM—1400 kc

Griffith Bcstg. Co., Norman, Okla.—CP for new standard station, 1400 kc, 250 w, unlimited, (contingent on KTOK changing to 1000 kc).

FM—Unassigned

Hazleton Bcstg. Service, Hazleton, Pa.—CP for new FM station, 47.9 mc.—AMENDED: to specify type of station as class B; change frequency from 47.9 mc to "To be assigned by FCC"; specify antenna height above average terrain as 781 feet; ERP 6 kw; specify transmitter site; change type of transmitter; specify antenna system.

AM—1470 kc

Richard J. Cook, Pittsburgh—CP for new standard station, 1470 kc, 5 kw, DA, unlimited.

AM—920 kc

Texas City Bcstg. Service, Texas City, Tex.—CP for new standard station, 920 kc, 1 kw, daytime.

Correction to FCC Report of Feb. 10:

Greer Bcstg. Co., Greer, S. C.—Facilities should read 1020 kc, 250 w, daytime instead of 780 kc, 250 w, daytime.

License Renewals

The Atlanta Journal Co., area of Atlanta, Ga.—Application filed for license renewal of developmental station W4XAJ.

Crosley Bcstg. Corp., Cincinnati—Same for W8XFM.

Miami Valley Bcstg. Corp., area of Dayton, Ohio—Same for W8XMV.

Sarkes Tarzian, Bloomington, Ind.—Same for W9XHZ.

WJJD Chicago—Same for W9XJD.

NBC area of New York—Same for W10XF and W10XR.

TENDERED FOR FILING

(Since Feb. 7)

Assignment of CP

WHLI and WHNY (FM) Hempstead, N. Y.—Consent to assignment of CP of WHLI and WHNY (FM) to FM Bcstg. Corp.

AM—1230 kc

WBOC Salisbury, Md.—Modification of CP for changes in DA night, operating with 1 kw day and night, and to install FM antenna on northwest tower of DA.

AM—1550 kc

WBBW Indianapolis—Modification of CP to increase power from 250 w to 1 kw, daytime, install new transmitter and change transmitter location.

PRESENTATION of loving cup to Frank R. Smith (center), general manager of WWSW Pittsburgh, as first prize for station's outstanding promotion of football broadcasts in N. W. Ayer & Son competition was feature of luncheon attended by representatives of 12 Pittsburgh area radio stations in Pittsburgh's Duquesne Club. Purpose of meeting was to organize network for radio coverage of Pirates baseball games. Serving as co-hosts were (l to r): John Purves, N. W. Ayer & Son; B. M. Boor, Atlantic Refining Co. (which sponsors broadcasts of Pirate games over WWSW); Mr. Smith; William McConnel, Atlantic Refining Co.; Tom MacMahon, N. W. Ayer & Son. Roy Hamey, general manager of Pirates, spoke. Mr. Smith announced that this year WWSW would cover Sunday and holiday as well as week-day Pirates games.

INKPOT GREMLINS

Trade Presser Distributes New Titles at FCC

NEW SET OF TITLES, and in one case a new name, were distributed to FCC Commissioners in an "inside" story carried in the Feb. 28 issue of an advertising trade magazine.

Discussing the prospects of Miss Marion Martin for appointment to the seventh seat on the Commission, the magazine said:

"If she does [get the job] there will be three Republicans on the Commission—the others being Ray C. Wakefield, of California, personnel director, and Rosel H. Hyde, Idaho, in charge of mail and files. The three Democrats are Charles R. Denny, Washington, chairman; Paul A. Walker, Oklahoma, in charge of broadcast licenses; Clifford J. Dunn (sic), Alabama, chief of supply section. Listed as independent in politics is Ewell K. Jett, Maryland, minute clerk."

War Prevention

THE SOCIETY for the Prevention of World War III, New York, is offering series of 15-minute scripts based on question "Will Germany be the cause of another world war?" Scripts present, in dramatic form, background of German history, rise of militarism, and reasons underlying Germany's two attempts at world conquest. Free copies can be obtained by writing Radio Dept., Society for the Prevention of World War III, 515 Madison Ave., New York.

Only ZBM Covers Bermuda

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Only **ZBM** Covers Bermuda

ABC • MBS

National Representatives

JOHN BLAIR *United States* HORACE STOVIN *Canada*

KFMB *sells* **SAN DIEGO**

San Diego is on top! Consistently listed in Sales Management's "High Spot Cities" for high, above average sales and buying power—KFMB is your contact with this market from the "inside".

KFMB*

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

FCC Budget

(Continued from page 14)

874 for the Engineering Dept. in matters relating to "Broadcasting." At the same time, it should be noted that an increase of almost $200,000 is sought for the Engineering Dept. under the heading, "Surveillance and Technical Aspects"—which may or may not relate to program monitoring activities.

But perhaps most curious in this development— the emphasis on law and accounting activities as indicated by the requests for bigger increases in these departments—is the casual reference to program regulation by the FCC.

No place in the justifications is the Blue Book mentioned. No place is it noted that over 300 stations were on temporary license in 1946 because of program considerations. No place is it noted that an estimated 50% of hearing time, on new applications and renewals, is devoted to program matters. The single reference to program matters is found in this line from a long paragraph defining the Law Dept.

> Activities: "development of facts for assistance of Commission in determing whether a grant will be in the public interest (character of program service proposed to be rendered; other means for mass communication in area proposed to be served)."

Two brief passages describe the activities of the Accounting Dept. in relation to economic regulation. They are general in nature, defining the Commission requirement for annual financial reports; for statistics seeking to establish financial responsibility of applicants and material aimed toward revealing "something about the earnings of stations and their ability to survive or improve service."

The proposed expenses of the Engineering Dept. are broken down, as between Standard Broadcast, FM and Television. No such breakdown is shown in the Law Dept. or in the Accounting Dept. Thus, it is impossible to determine precisely how much is to be spent—in the latter two departments, which seek the greater increases—in the various categories.

Plan Ohio News Group

PAUL H. WAGNER, associate professor of journalism at Ohio State U. and news director of the university's WOSU Columbus, has been appointed chairman of a committee to organize an Ohio Assn. of Radio News Editors by President John Hogan of the National Assn. of Radio News Directors. His committee met Saturday (March 8) at the University Faculty Club to lay the foundation for the state organization.

5 CPs For FM Stations, Two Conditional FM Grants Issued

TWO NEW conditional FM grants and five construction permits were authorized last week by the FCC. Of the permits, two were granted in lieu of previous conditions.

Chronicle Publishing Co., Marion, Ind., was given a conditional grant for a class B station. Authorization is subject to further review and to approval of engineering details. Firm publishes daily newspapers in Marion and Sarasota, Fla., and is owned by David B. Lindsay and members of his family. Chronicle Publishing previously had been denied AM facilities in Marion since proposed station would cause undue interference to existing outlets in that area.

Similar conditional grant was made to Marvin Handleman and Howard P. Handleman, a partnership doing business as Worcester Broadcasting Co., at Worcester, Mass. The first Handleman brother has 53% interest, the second 47%. Both are associated with their father in the real estate business. Firm also is AM applicant.

All but one of the new permittees is now engaged in broadcasting. That permittee is Gore Publishing Co., Fort Lauderdale, Fla., publisher of the *News* and *Sentinel.*

The following were authorized FM construction permits; conditions. Power given is effective radiated power; antenna height is height above average terrain. AM affiliation is in parenthesis; FM call precedes permittee. Grants are:

Cannon & Callister (KIEV), Los Angeles, Class B; 98.1 mc (No. 251); 36 kw; 2970 feet.

Gore Pub. Co., Fort Lauderdale, Fla., Class B; 93.7 mc (No. 229); 9.6 kw; 275 feet.

Peoples Bcstg. Co. (WLAN) Lancaster, Pa., Class B; 92.3 mc (No. 222); 20 kw; 430 feet.

WSAP-FM Portsmouth Radio Corp. (WSAP) Portsmouth, Va., Class B; 94.7 mc (No. 234); 49 kw; 350 feet (in lieu of previous conditions).

WCAP-FM Radio Industries Broadcast Co. (WCAP) Asbury Park, N. J., Class A; 107.1 mc (No. 296); 700 w; 290 feet (in lieu of previous conditions).

UNFAIR STATION CLAUSE IS SOUGHT BY NABET

INCLUSION of an unfair stations clause, similar to that which was a subject of dispute in recent network-AFRA negotiations, in a contract with NBC and ABC was demanded last week by the National Assn. of Independent Broadcast Engineers and Technicians.

The demand was made at the outset of negotiations between NABET and the two networks and WOR New York. The NABET contract with those broadcasters expires May 1.

Like the AFRA demand, which was later compromised with the formation of a union-industry advisory committee [BROADCASTING, Sept. 30, 1946], the NABET proposal was that the networks refuse to feed programs to stations with which NABET is engaged in disputes.

Last week's conferences between NABET and NBC, ABC and WOR were described as purely preliminary and had not reached the stage of specific discussion of wages or conditions. Allen T. Powley, president of NABET, was said, however, to have made it clear that NABET would prosecute its demand for the unfair stations clause.

Charge MBS Unfair

UNFAIR LABOR practices were charged against MBS last week in a petition filed with the New York office of the National Labor Relations Board by the United Office and Professional Workers of America, Radio Guild (CIO).

The union's petition cited examples of alleged interference by Mutual department heads with the union's organizational activities.

No mention was made in the petition of the three union members who the UOPWA unofficially had asserted a fortnight ago were dismissed by MBS.

On The Air

Atlanta's New ***WBGE***

MIKE BENTON *President*

MAURICE COLEMAN *General Manager*

duPont Awards

(Continued from page 15)

equally complete in descriptive details, told in a leather-bound looseleaf volume illustrated with photographs, photostats and newspaper clippings how the station's series of 13 programs on venereal disease prevention (heard Fridays at 9:45 p. m.) had "achieved not only its goal in Oklahoma but leaped across state lines—even international boundaries—to take its message about one of civilization's most vexing health problems to the audiences and constituencies of 54 other radio stations and health department units."

First summarizing the venereal disease problem, the WKY entry then told how WKY had decided to step into the picture, explained what the station had in mind and how it had sought and won the support and endorsement of civic and official groups, then described how it had carried on the intensive campaign for prevention of venereal disease.

WKY's entry made the observation that "in Oklahoma at least it (the WKY project) proved that radio can handle with dignity and taste and secure public acceptance for presentation of 'touchy' public problems." Further, it pointed out, "WKY created a place for radio where one did not exist before—and became a major factor in success of the blood testing campaign." It expressed its belief that "radio . . . never should be guilty of the ostrich act when it is peculiarly equipped to do a job in the public interest."

Established in 1942

The duPont awards, established five years ago, are given in memory of the late financier, who was a devoted radio listener. Each carries a $1,000 prize, supplied by a permanent trust fund originating from Mr. duPont's estate.

The awards committee is Dr. Francis P. Gaines, president, Washington & Lee U., chairman; Rt. Rev. Henry St. George Tucker, retired presiding bishop of the Episcopal church; Mrs. LaFell Dickinson, president, General Federation of Women's Clubs; Mrs. Jessie Ball duPont, widow of the financier, and M. H. Aylesworth, New York attorney and first president of NBC. William H. Goodman, Florida banker, is secretary of the Awards Foundation.

Previous winners of the duPont Awards were: 1945, KDKA Pittsburgh, WNAX Yankton, S. D., Lowell Thomas; 1944, WJR Detroit, WTAG Worcester, Mass., H. V. Kaltenborn; 1943, WLW Cincinnati, WMAZ Macon, Raymond Gram Swing; 1942, KGEI San Francisco (shortwave station then operated by General Electric Co.) and Fulton Lewis Jr.

8,500 Visitors Inspect New Studios of WMBR

FORMAL OPENING of the new $150,000 home of WMBR Jacksonville, Fla., March 1 and 2 was attended by 8,500 residents of Jacksonville and vicinity, the station management reports. Broadcasting operations from the new studios started last month.

The new building, located at 675 S. Main St., Jacksonville, is of modernistic design and concrete block and stucco construction. It is one and a half stories high.

WMBR recently was granted an increase in power from 250 w to 5 kw, and also received a 40 kw FM permit. Station is owned by Florida Broadcasting Co.

Buys College Trio

JOHN H. BRECK Inc., Springfield, Mass., effective March 13 begins sponsorship of the *IBS Music Hall* on three Intercollegiate Broadcasting System stations, Thursdays, 10-11 p. m. The hour-long program of recorded classical music is heard on the rest of the system sustaining. Stations on which the show will be sponsored are WRAD Radcliffe College, Cambridge, Mass.; WBS Wellesley College, Wellesley, Mass., and WMWC Mary Washington College, Fredricksburg, Va. Agency for Breck is Charles Sheldon Adv., Boston.

Grant for Knoxville Awarded Beaman

East Tennessee Broadcasting Co. Owner is Local Resident

FINAL ACTION was announced by FCC last week granting the application of East Tennessee Broadcasting Co. for a new station at Knoxville, Tenn., on 1340 kc with 250 w and unlimited hours. The application of Smoky Mountain Broadcasting Co. for the same facilities and the petitions of that firm for postponement of oral argument and reopening of the record were denied by the Commission.

Local Resident

Local residence of Clarence Beaman Jr., sole owner of East Tennessee Broadcasting and who is to be active manager of the new station, was given by the Commission as a major preference over Smoky Mountain Broadcasting Co. Mr. Beaman has lived in Knoxville all of his life except for 4½ years in the Army and 2½ years in Rochester, N. Y., with Eastman Kodak Co. He was released from the Army Signal Corps as captain and since has operated his own insurance business in Knoxville which he will sell.

The Commission found that only one of the five stockholders in Smoky Mountain had proposed to devote full time to the operation. Firm is headed by Will S. Hall (16⅔%), retired Knoxville businessman; Gary L. Marable (33⅓%), formerly with WBIR Knoxville and WSIX Nashville and who would be general manager; J. P. Roddy, (16⅔%), holder of part interest in Johnson City Hosiery Mills and Roddy Mfg. Co. (Coca-Cola Bottling Works), Johnson City; and J. Fred Baumann and Thomas McCrosky (each 16⅔%), retired businessmen.

KXRJ Russellville, Ark., Starts as 250-w Outlet

KXRJ, new 250-w fulltime outlet on 1490 kc at Russellville, Ark., accepted telephone requests for music and played records during its first seven hours of broadcasting Feb. 24. Station is licensed to the Valley Broadcasters of Russellville, and it marks the initial venture in radio for Jerrell Shepherd and Clyde R. Horne, co-owners.

Most of KXRJ's staff members, including Randall McCarrell, commercial manager; Roland Denney, chief announcer; John E. Riley, chief engineer; James Lipsey, engineer-announcer, and Keith Baker, announcer, have had previous radio experience. Other staff members include Bill Kaiser, Bill Horne and Betty Bruce.

Studios and transmitter room are located in the Fine Arts Bldg. of Arkansas Polytechnic College. Station's open-line transmission line from transmitter to antenna is 787 feet long.

TIP:

TURN TO DOUBLE SPREAD OF THIS ISSUE

WFMJ SELLS The Rich Mahoning Valley

More and More Local Advertisers Are Using WFMJ At Less Cost Per Listener . . . You Can Do So Too

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

ABC - American Bdcstg. Co.

COMING SOON 5000 WATTS

WLAW

Now 5,000 Watts

The New England station whose local and ABC network programs have won nearly 2 million listeners for you.

Soon 50,000 Watts

The station whose signal will soon reach VITAL New England . . . and over 3 million listeners.

SEND FOR DATA

Station WLAW • Lawrence, Mass.

NATIONAL REPRESENTATIVES:

WEED & CO.

49.5%
of all
Iowa radio families
"LISTEN MOST"
to
WHO
(during daytime)
11.4% to Station B!
●
50,000 Watts
DES MOINES
Free & Peters, Inc.
Representatives

Denny at IRE

(Continued from page 16)

American submarine activities in the Pacific from 1943 to the end of the war, in an address given at the president's luncheon Tuesday.

Retiring President Frederick B. Llewellyn of Bell Labs., toastmaster, introduced Dr. Baker at the luncheon and also presented four new members of the IRE board: J. E. Brown, assistant vice president and chief engineer, Zenith Radio Corp.; F. R. Lack, vice president, Western Electric Co.; J. R. Poppele, vice president, WOR New York; D. B. Smith, director of research, Philco Corp.

The expanding responsibilities of engineers for the uses to which their technical developments are put were emphasized at a special Wednesday afternoon symposium on "The Engineering Profession." Dr. Charles B. Jolliffe, RCA executive vice president in charge of RCA Labs., urged his fellow engineers to break out of their "professional shells" and accept the higher responsibilities of leadership outside their profession.

Citizen and Scientist

The engineer, Dr. Jolliffe declared, is at least partly to blame for the frequent misuses of his technological accomplishments because he has left to others the control of his creative work. "Now," he stated, "he must be a citizen as well as a scientist, for he needs to relate his achievements in science to the whole of human endeavor."

Dr. Harry S. Rogers, president, Polytechnic Institute of Brooklyn, discussed the problems involved in attempting to educate students to become good citizens as well as good engineers. Dr. Edward U. Condon, director, National Bureau of Standards, final speaker in the symposium, emphasized the increased responsibilities of engineer and scientist to humanity created by the advent of nuclear power release.

The convention's technical sessions comprised 120 technical papers, covering the latest development in nucleonics, AM and FM broadcasting, television, microwaves, electronic measuring equipment, air and sea navigation, vacuum tubes, circuits, electronic controls, oscillator circuits, wave propagation and antennas, wave guide techniques etc. Despite the fact that the sessions were run four at a time, overflow crowds were so common that sessions were often repeated.

One such paper was that given by C. Brunetti of the National Bureau of Standards on new electronic wiring techniques. He described a variety of methods for the new art of printing electronic circuits, including silk screen, spraying, painting, stamping and photographic, and discussed their performance under various conditions of temperature, humidity, aging and electrical loading.

Mathematical and experimental research aimed at the elimination of "phase distortion" which causes blurring of television images and eye strain of viewers was discussed by Dr. Michael J. Di Toro of the Microwave Research Institute of Polytechnic Institute of Brooklyn. Explaining that blurring results from images reaching the receiver at slightly different times and that it may be corrected by setting up so-called networks to absorb the unwanted impulses and provide a clearer picture, Dr. Di Toro reported on research which will enable the video engineer to compute the amount of distortion before the equipment is built and to correct it in advance, substituting a scientific procedure for what has been a hit-or-miss technique.

At another session, W. B. Lodge, CBS director of engineering, discussed the propagation characteristics of the UHF video band as disclosed in nine months of field tests of the CBS experimental color video transmitter, W2XCS New York, operating on 490 mc.

James E. Shepherd, Sperry Gyroscope Co., was general chairman of the convention. Philip F. Siling of RCA was vice chairman; Edith E. Wright, IRE, secretary. Members of the general convention committee were: Austin Bailey, AT&T; George W. Bailey, IRE; Stuart L. Bailey, Jansky & Bailey; Edward J. Content, acoustical consultant; Elizabeth Lehmann, IRE; J. R. Poppele, WOR; B. E. Shackelford, RCA.

Chairmen of the other convention committees were: Frederick R. Lack, Western Electric Co., finance; Elwood K. Gannett, IRE, institute activities; William O. Swinyard, Hazeltine Electronics Corp., section activities; R. D. Campbell, AT&T, registration; E. Finley Carter, Sylvania Electric Products, hospitality; Mrs. F. B. Llewellyn, women's activities; Ernst Weber, Polytechnic Institute of Brooklyn, technical program; Rodney D. Chipp, ABC, facilities; James W. McRae, Bell Labs, printed program; Helen M. Stote, IRE, proceedings liaison; Virgin M. Graham, Sylvania Electric Products, publicity; Henry F. Scarr, Western Electric Co., hotel arrangements; George McElrath, NBC, banquet; A. B. Chamberlain, CBS, president's luncheon; Edmour F. Giguere, Federal Telephone and Raido Corp., cocktail party; Leo L. Beranek, William C. Copp, IRE, exhibit manager; Dorman D. Israel, Emerson Radio and Phonograph, exhibit requirements.

IRE Is Told of Experiments With Moon Reflected Signals

RESPONDING to the challenge of Charles R. Denny, FCC chairman, to radio engineers to bend their efforts toward making microwaves useful for international communications, now cramped in the 4-25 mc range, even if it means utilizing "reflections from the moon," a paper presented at the IRE convention Thursday morning by D. D. Grieg, S. Metzger and R. Waer of Federal Telecommunications Labs., revealed that for two years experiments have been under way to do exactly that.

The research to date has been in the field of theory, these scientists stated, but construction of apparatus has begun so that in the near future they hope to begin checking their theoretical conclusions in actual practice. Not knowing the exact nature of the radio reflecting surface of the moon, their calculations have been made for two extreme cases, one assuming the moon's surface to be perfectly smooth, the other assuming it to be a perfectly diffuse reflector.

If the first assumption is correct, signals of all types, from narrowband speech to wide-band color television, would be reflected from the moon without distortion. This would mean that radio or video programs, as well as radio communication services, could be bounced off the moon to distant parts of the world via microwaves in much the same manner as audio programs are shortwaved abroad via reflections from the ionosphere, which the microwaves penetrate.

If tests show the second assumption to be the right one, and distortions are produced, then the moon-reflected transmission probably will be limited to telegraph or teletype signals, with narrow-band speech possible and television extremely doubtful. Conclusions of either assumption indicate that existing equipment can supply all the transmitting power that would be required for telegraph, teletype or speech communications.

It was pointed out, however, that the large receiving antennas that would be required to pick up these signals, plus the facilities for continuously tracking the moon, probably would be impractical for installation in the average home, so that for the present, at least, the moon-reflected signals would be sent to a special receiving point for rebroadcasting locally from there.

Dr. Grieg said that the electrical surface of the moon is not necessarily the same as its physical surface.

The meager information available from the moon radar experiments of the Army Signal Corps, report of which was the sensation of last year's IRE convention [BROADCASTING, Jan. 28, 1946], indicates that the amplitude of successive echoes varies widely. Dr. Grieg said that an attempt has been made to explain this phenomenon by assuming the moon's surface to be diffuse, but with a number of smooth spots, each perhaps as small as two or three miles in diameter.

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MASON CITY★
NORTHERN IOWA
KGLO gives dominant coverage of a prosperous rural-urban market —ideal for testing!
1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.
A Lee STATION

JACK HARRIS (second from r), doing his last broadcast of *Listeners' Digest* over WSM Memphis before leaving to become manager of KPRC Houston, has as his guests (l to r): Fred Harvey, owner of Harvey's Department Store which sponsors the show; Ernie Keller, who is taking over the *Listeners' Digest* 8:45 p. m. daily spot; and Edwin W. Craig, president of WSM and National Life and Accident Insurance Co. Mr. Harris, who resigned as assistant manager of WSM to take the KPRC managership, launched the show last fall. Feature news and stories culled from leading magazines are presented on *Listeners' Digest.*

Grants to Volunteer State (Nashville) and Newnan Co. (Georgia) Set Aside

FCC last week set aside its grants to Volunteer State Broadcasting Co. for a new 5-kw station on 1300 kc at Nashville, Tenn., and to Newnan Broadcasting Co. for a 250-w outlet on 1400 kc at Newnan, Ga. [BROADCASTING, Feb. 3].

The Commission's order in the case, which originated with both applicants requesting 1300 kc, followed petitions by WATL Atlanta and WJHO Opelika, Ala., asserting that their normally protected contours would receive objectionable daytime interference from the use of 1400 kc at Newnan.

FCC called for further hearing today (Monday) to determine whether such interference would exist and whether, even if it would, a grant of 1400 kc to Newnan might still be justified.

The Commission's first decision in the case proposed to grant 1300 kc to the Newnan group but provided that this regional channel should go to the Nashville applicant if the latter could find a local frequency available for Newnan. Volunteer State found 1400 kc, which WATL is vacating to move to 1380 kc, and Newnan Broadcasting accepted.

On the basis of the subsequent petitions of WATL and WJHO, Newnan asked the Commission to make final its proposed decision, giving Newnan 1300 instead of 1400 kc, if further hearings were necessary on the 1400 kc authorization. Newnan said it is willing to stand by its agreement to accept the local channel if it is actually available but that it "does not consider a frequency to be available if its availability can be determined only by going through another hearing."

Volunteer State responded with a request to have the record reopened to permit WATL and WJHO to present their claims. It contended, however, that interference to WATL or WJHO from a 1400-kc operation at Newnan "would be entirely inconsequential and too trivial to affect the decision of the Commission."

Volunteer State is headed by Edward M. Kirby, public relations counsellor of Washington and Nashville. Newnan Broadcasting is a partnership of D. T. Manget, cotton merchant; Evan W. and James Thomasson, owners of the *Newnan Times*, and Ida A. Thomasson, wife of James.

GEORGE CRANDALL, CBS press information director, is in Methodist Hospital, Brooklyn, N. Y., for correction of an old leg injury, result of boyhood football accident.

WBZ
Boston's most powerful station
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

Programs Featured, Sales Study Shows

NAB District Survey Covers Small Market Stations

MOVEMENT to emphasize sale of programs instead of spots has developed rapidly in the NAB District 2 (New York, New Jersey), according to a survey of local outlets in the area by Simon Goldman, WJTN Jamestown, N. Y. Small Market chairman. The survey is part of a nationwide drive by the NAB Small Market Station Executive Committee, according to J. Allen Brown, head of NAB's Small Market Station Division.

Methods used by these stations (under 5 kw in cities of less than 50,000) to promote sale of programs as against spots include, according to the Goldman study: Additional commission on program sales; rate structure favorable to programs since schedule permitting three or more announcements to be bought for less than a quarter-hour program makes sale of program time difficult; advertisers starting with spot campaigns are developed into heavy buyers of time and then converted partially to programs; sale of network co-op shows.

The survey shows that the co-op programs along with local news and "local flavor" features are the better vehicles for local advertisers. Improvement of syndicated programs is also cited as an incentive to salesmen.

Mr. Goldman found that better programming and emphasis on program sales are the best ways to build audiences and advertisers.

Deadline for St. Louis Strike Extended by AFRA

DEADLINE for the threatened strike of the St. Louis AFRA local which would affect KMOX, KXOK and KWK [BROADCASTING, March 3] has been extended until midnight March 12. The local's 13-member board of directors agreed to the extension at the request of KXOK and of A. J. Hummert, federal conciliator, according to Sterling Harkins, president of the local. Strike deadline originally had been set for midnight March 2.

The union is asking for an increase in the base pay of announcers from the present $55 a week level to $85 and a 35% increase for singers and actors. Managers of the three stations say they have offered a base wage of $70 a week to announcers plus merit increases.

KSD, the *St. Louis Post-Dispatch* station, is not involved in the current negotiations because its contract with AFRA does not expire until April 5.

WJR Dividend

DIRECTORS of WJR Detroit have voted payment of a quarterly dividend of 25c a share, payable March 7, to stockholders of record Feb. 27, 1947, G. A. Richards, president of The Goodwill Station Inc., announces.

Hon. C. A. Snyder
Biow Company, Inc.
New York City

Dear Fritz:

Harry Brawley, our education director, is waving our public service banner again. . . . Harry just returned from a trip to the State University and he's on the air this week telling about the many problems confronting the folks at W. Va. U. . . . As I was tellin' Myrt, there's just a little more to runnin' a radio station than flippin' switches. I reckon Harry is a big reason why the folks in West Virginia like their radio the WCHS way!

Yrs.
Algy

WCHS

Charleston, W. Va.

What
Has
Become
of
Quadrills*

MEMPHIS

*Hot jazz of Grandpa's day—sez Webster.

Frankly we don't know. They were never featured on WHBQ and so they have no demand. Perhaps this is an idea for an alert sponsor. Everything else we feature SELLS.

CALL W. H. BEECUE

RAMBEAU

New York • Chicago • Hollywood

Vicks sells hard with spot radio

ASK YOUR JOHN BLAIR MAN

Offices in Chicago
New York • Detroit
St. Louis • Los Angeles
San Francisco

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

Grant Proposed for Fargo Outlet

Torrington, Conn., Local Applicant Also Wins Favor of FCC

PROPOSED DECISIONS anticipating grants for a new 5-kw regional station at Fargo, N. D., and a new 250-w local at Torrington, Conn., were announced by FCC last Wednesday.

The proposed grants went to Northern States Broadcasting Co. for 790 kc with 5 kw, directionalized at night, at Fargo, and Torrington Broadcasting Co. for 1490 kc with 250 w at Torrington. Mutually exclusive with the respective proposed grants, the applications of KVOX Moorhead, Minn., to change from 1340 to 790 kc, and Berkshire Broadcasting Corp. for a new station on 1490 kc at Danbury, Conn., were given proposed denials.

In the Fargo-Moorhead case, FCC Comr. E. K. Jett voted for a grant to KVOX, which would give a regional station to each city. Under the majority's proposal, it was pointed out, Fargo would have two stations (WDAY and Northern States), both regionals, while Moorhead will have one (KVOX), a local. Mr. Jett indicated that if the majority had voted a grant to KVOX, he would have favored assigning KVOX's present local frequency to the new applicant in Fargo.

Explaining its preference for the Fargo applicant, the Commission noted that the grant as proposed "would result in a fairer and more equitable allocation of frequencies, will bring a new and competitive service into this area, and result in an additional service to many new persons at night in an area that is served by only two stations at night . . ."

Based On Needs

The choice of Torrington Broadcasting for a proposed grant also was based upon the comparative needs of two communities: Torrington, FCC found, relies upon one outside station for daytime primary service, while Danbury has its choice of five, and at night, although reception in both communities is "imperfect," Danbury "has a far wider choice of stations for primary service . . ."

Another factor, FCC said, was "the greater integration of ownership and operation of the proposed Torrington station . . ."

Ownership of the firms given proposed grants is:

Northern States Broadcasting Co., Fargo—William R. Haggart, bus and truck line executive and part owner of a petroleum business, president and 20%; Joseph D. Farnham, businessman, vice president and 20%; Duncan J. Campbell, stockholder in several retail stores, secretary-treasurer and 20%; George E. Haggart, in municipal and highway construction work, and other interests, and Lynn U. Stambaugh, attorney and businessman and 1941-42 National Commander of the American Legion, 20% each. The company proposes to employ Charles G. Burk, sales manager of WJR Detroit, as general manager.

Torrington Broadcasting Co., Torrington, Conn.—Joseph R. Schifini, owner of a hairdressing establishment, president and treasurer and 41.55% owner; Gerardo Schifini, his son, who would be announcer and future control room operator, 26.95%; Joseph A. Ciccaglione, son-in-law of J. R. Schifini and proposed bookkeeper and office manager of the station, 26.95%; Richard Kilbourn, Army veteran and former announcer and script writer for WOCB West Yarmouth, Mass., who would be program director and chief announcer, 4.14%; Carmeia S. Ciccaglione, daughter of J. R. Schifini, 0.41%. The firm has chosen Rodney A. Merrill, who has been connected with radio station management and operation for more than 14 years, including experience as chief engineer of WOCB, to be manager and chief engineer.

KVOX. given a proposed denial in the Moorhead-Fargo case, is headed by John W. Boler. Berkshire Broadcasting Corp., in the Connecticut case, is principally owned by John Deme, technician in the CBS color television laboratories and formerly with Allen B. Du Mont Labs. and stations in Waterbury and Hartford, who is president and owns 12½% interest and would be manager; Lazarus S. Heyman, attorney and real estate owner, treasurer and 50%; William Hanna, attorney, secretary and 8¾%, and Burton F. Sherwood, also an attorney, vice president and 13¾%.

SCBA to Discuss Contemplated State FM Educational Network

DISCUSSION of proposed statewide FM educational network will occupy the membership of Southern California Broadcasters Assn. at a meeting on March 13, according to Robert O. Reynolds, president and general manager of KMPC Hollywood.

Meanwhile a minority opposition to $1,716,000 project has been uncovered within ranks of educators themselves.

State-wide network would place dominant control in Sacramento, it is said. A few educators are opposed to the plan.

Questioned on this minority opposition, Francis W. Noel, state head of Audio-Visual Education Division, recognized its existence but felt it grew from "ignorance." Elaborating, he said the projected network would allow for maximum individual thinking through decentralized program planning.

Although individual opinions within broadcasters' organization are several and opposing, SCBA has yet to take any official stand on the matter. Its planned meeting follows recent huddle between Mr. Reynolds, Mr. Noel, and Dr. George Pettit, assistant to president of U. of California, Berkeley, and representative broadcasters of Southern California area.

As an organization it appears unlikely that SCBA will take any positive stand. Northern California Broadcasters Assn. has discussed matter but has reached no conclusions.

Segments of membership in both groups are opposed to the plan but neither organization appears to be ready to go on record for or against measure. Individual objection to plan is based upon implied political threat of such a network and competition. However no opposing broadcaster wants to be quoted directly to this effect.

On the question of political misuse, Mr. Noel indicated to BROADCASTING that such fears were groundless since operation would necessarily be consistent with FCC regulations.

From a programming standpoint Mr. Noel said he felt there was no area of competition since main purpose of a network was aimed at integration with classroom activity. When asked the purpose of nighttime programming, he indicated its aim was adult education. On the question of whether music might be a part of programming, he said there was a possibility it would.

Evening Hours Question

Opposing broadcasters say they are sympathetic to the value of radio in education. But they question educational programming between 7 and 9 a.m., 3 and 7 p.m. and possibly additional nighttime periods.

When asked how education officials aim to accomplish adult education more successfully than it is currently being handled by commercial radio, Mr. Noel was not certain. He maintains that all of the state's educational radio must place final reliance upon industry advice and guidance.

A check showed opinions of commercial broadcasters are not altogether clear on competition. Al-

Interruption

DAGWOOD AND BLONDIE BUMSTEAD will probably never know how close they came to breaking up church one recent Sunday night. Down in Charlotte, North Carolina, at the Hawthorne Lane Methodist Church, the minister was in the middle of prayer when Dagwood's whiny voice blared out through the loudspeakers—"Blondi-ee-ee." The PA amplifiers had acted as receivers and picked up the Blondie broadcast from the WBT transmitter. Services were resumed after the equipment was disconnected.

KSFO MUSIC PAYS OFF!

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station . . . or ask your Universal Radio Sales rep.

URS

560 KSFO
SAN FRANCISCO

though none would be quoted directly, they do not concede their opposition to educational programming.

Measure calling for $1,716,000 to finance the program has been introduced in the state's assembly as HB-1514, Senate as SB-1382. Hearings on the measure, as yet unscheduled, are certain and participation by industry representatives is assured.

FCC Interested

FCC interest in the project also has been evidenced by Robert Hudson, western regional attorney. He has contacted broadcasters and education department officials alike in what he termed a "fact-finding" approach.

Asked whether his fact-finding approach was based upon representations made to Commission by either educators or industry representatives, he said none had been made to his knowledge. Queried further regarding specific FCC authority to enter the picture, he said it was within "broad instructions" given his office but referred all specific questions to Washington.

The U. S. Office of Education also has joined in support of the project, and following meeting in Washington Feb. 20 dispatched following telegram signed by Dr. Franklin Dunham to California Department of Education:

"At a meeting Federal Radio Education Committee held here in Washington yesterday, I was instructed to forward your letter in support of state-wide educational noncommercial FM network to extend services education by radio to all schools, school systems, colleges, universities and adult courses in education throughout California."

To Drop 'Sparkle Time'

CANADA DRY Ginger Ale Inc., New York (Canada Dry beverages), following March 28 broadcast will discontinue weekly *Sparkle Time* with Meredith Willson's orchestra on 142 CBS stations. Sugar shortage was given as the reason for cancellation. No replacement is planned. Agency is J. M. Mathes Inc., New York.

WHILE VISITING Hollywood, Mr. and Mrs Harry McCann, of McCann-Erickson, look in on a broadcast of the CBS *Dr. Christian* program, sponsored by Chesebrough Mfg. Co. Group assembled before the broadcast included (l to r): Neil Reagan, director; Art Gilmore, announcer; Mrs. McCann, who produces the program; Jean Hersholt, star; Mr. McCann, agency president; Rosemary DeCamp, who plays Judy Price; John League Oberg, whose 1942 grand prize winning script, "Home Is the Son," was rebroadcast on the night of the McCann's visit.

Show CBS Color TV

FOR THE BENEFIT of scientists and engineers attending the IRE convention, CBS last week put on a special demonstration of color television. Dr. Peter C. Goldmark, developer of the CBS sequential system of transmitting colored images, conducted the demonstration, held at CBS headquarters.

Hucksters' Club

BALTIMORE radio salesmen, producers and writers have formed an organization which they call the Hucksters' Club. Miss Lee Hart, of NAB, addressed a dinner meeting at the Park Plaza Hotel in the Maryland metropolis last Tuesday, when the organization was effected.

UNESCO World Radio Plan Urged as Peace Aid

WORLD-WIDE broadcasting facilities as part of the United Nations Educational, Scientific and Cultural Organization's program to reduce international informational barriers were urged March 3 by Assistant Secretary of State William Benton.

Mr. Benton told the American Assn. of School Administrators, meeting in Atlantic City, that "World enemies Nos. 1, 2, and 3 are ignorance, misunderstanding and unwarranted mistrust . . ." He said that such misunderstandings have resulted in stereotyped impressions about foreign peoples which contribute to the conflicts that lead to war.

UNESCO has just started a survey to study the possibilities for establishing a world shortwave network. Attempts are being made to coordinate the UNESCO survey with plans and activities of the UN which is already operating a small scale programming unit. UN programs are given some time on both Canadian and U. S. facilities.

Request Dismissed

APPLICATION of International Business Machines Corp. for a series of microwave radio relay stations between Los Angeles and San Francisco was dismissed by the FCC last week in view of the fact that the Commission's policy has not been established concerning admission of newcomers to the field of radio common carrier communication service where direct competition would result to existing carriers. Dismissal was without prejudice to future consideration.

Shortwave Studios

CBS PUT into use on Thursday two new studios for shortwave broadcasts only. The studios, located at 501 Madison Ave., New York, had been under construction for the past five months. Shows are being aired from them from 6 a. m. to 1 a. m. daily, in English, Spanish, Portuguese, French, Dutch Italian, German, Polish, Czech, and Serbo-Croatian.

STRIKE NOTICES FILED BY MORE PHONE UNIONS

ADDITIONAL unions affiliated with the National Federation of Telephone Workers filed strike notices last week before the March 7 deadline, and prospects seemed no brighter for early settlement of differences which may result in a nation-wide strike on or after April 7 involving upwards of 275,000 telephone workers. Thirty-three unions representing that many workers had filed strike notices as the deadline approached.

One of the unions involved is the American Union of Telephone Workers, which represents the long lines division of American Telephone and Telegraph Co. [BROADCASTING, March 3].

Principal goals of the unions are a $12 weekly wage increase and a union shop, but negotiations with AT&T, the Bell Telephone System and other companies on these points are stalemated.

"Home, Sweet Home"—
and there are 67,194
radio homes in
WRRF's *territory**

*WRRF's territory has a population of more than 600,000 persons.

NOW 5000 WATTS

In Eastern North Carolina the regional station is WRRF. This rich area is one of the most fertile agricultural belts in the nation and is the heart of the Bright Leaf Tobacco Belt. Last year's tobacco crop in Eastern North Carolina sold for $175,000,000.00.

930 KC - 5000 Watts
WRRF
Washington, N. C.

ABC Network
●
Tar Heel Broadcasting System, Inc.
●
Natl. Representatives
Forjoe & Co., New York, Chicago, Los Angeles

SOON
WPIT
600
700
730
800
900
1000
1100
1200
1300
FIRST
IN
PITTSBURGH

at 730 on every dial

PITTSBURGH'S POWER-FULL INDEPENDENT

JOHN J. LAUX
Managing Director

THE FRIENDLY GROUP
WPIT • WSTV
WFPG • WKNY

730
WPIT
MORNING TO NIGHT

PITTSBURGH
PENNSYLVANIA
1000 WATTS

John L. Merdian, General Manager

NATIONAL REPRESENTATIVE JOSEPH H. McGILLVRA, INC., LOS ANGELES, CHICAGO, NEW YORK

Move to Keep News in Good Taste

NAB Unit, Wire Service Officials Confer In New York

NAB NEWS Committee last week took action to maintain present high standards of good taste in presenting news to the American audience, and to raise standards should instances arise where newscasts might prove offensive in the home.

The committee took a flat stand in favor of keeping radio news standards at the highest possible level in the face of what some members felt was the deterioration in the type of material presented in printed media.

At its meeting last Monday, held at the Waldorf-Astoria, New York, the committee brought up the subject of the "discretionary slug" with Press Assn., which lately has not been using this warning to editors. Tom H. O'Neil, PA radio news director, and Oliver S. Gramling, assistant general manager, agreed to restore the slug.

Purpose of the warning, which reads "Editors: For Use at Your Discretion," is to notify news editors that stories should be weighed carefully before being put on the air. PA restored the slug in its radio report last week.

United Press uses a similar warning on its radio news wire.

Besides acting to keep radio news clean, the NAB committee heard PA's plans for a new type of radio contract under which stations would be admitted to associate membership in AP.

The committee met Monday morning with Mr. O'Neil and Mr. Gramling. In the afternoon it met with four executives of United Press: Phil Newsom, radio news manager; Al S. Harrison, radio sales manager; Edwin Moss Williams, vice president and general business manager; Jack Bisco, vice president, general sales manager.

To Use Field Men

Steps to improve the service of press associations and to aid stations in use of their reports were taken. Both UP and AP agreed to cooperate in a plan by which the services would send representatives into the field to study the radio reports and their use. The field men are to work in stations to be selected by the NAB committee, to learn firsthand what stations want and what they do with the reports.

The committee, already in favor of the principle of editorializing, discussed the subject at length Monday. Though reiterating its stand in favor of the right to editorialize, it left exercise of the right up to individual stations. The NAB Special Standards of Practice Committee, which meets March 31 in New York, is expected to take up this phase of the subject, along with other standards in newscasting such as length of commercials.

Two types of editorializing are recognized by the committee—advocacy of a community cause or project by stations, and taking of sides on public issues in the news.

Press Assn. agreed Monday, at committee suggestion, to carry more news about the radio industry itself, and to assign a man to cover NAB daily. Effort will be made to process industry news so it will be interesting to the general public. This action ties into the overall NAB public relations campaign based on use of broadcasting by broadcasters to promote the industry and the American plan.

Committee members in attendance at the meeting were: E. R. Vadeboncoeur, WSYR Syracuse, chairman; Paul Wagner, Columbus, Ind.; William B. Quarton, WMT Cedar Rapids, Ia.; Arthur C. Stringer, committee secretary and NAB director of special services; C. E. Arney Jr., NAB secretary-treasurer.

Midwestern NBC Station Representatives to Meet

NBC CENTRAL DIVISION will be host to more than 100 station representatives from midwestern network affiliates, who will gather at the Drake Hotel, Chicago, March 13-15 for a series of meetings with top NBC executives.

NBC station meetings, held annually across the nation, will open in New York today (Monday). Following the Chicago session three-day meetings are to be held in Atlanta, March 18-20, Dallas, March 24-26, and Los Angeles, March 31-April 2.

NBC executives who will attend the meetings and address sessions are Niles Trammell, president; Frank E. Mullen, executive vice president and general manager; William S. Hedges, vice president in charge of planning and development; Clarence L. Menser, vice president in charge of programs; John F. Royal, vice president in charge of television; Kenneth R. Dyke, vice president in charge of broadcast standards and practices; Sydney Eiges, press department manager; Charles P. Hammond, director of advertising and promotion; Hugh M. Beville, director of research, and Sheldon B. Hickox Jr., station relations manager.

New Productions Firm

FORMATION of a production and script agency known as Holiday Productions, a division of Associated Radio and Television Productions, has been announced. Principals in the firm, located at 715 Latham Square Bldg., Oakland, Calif., are John L. Lawson, who is serving as manager, and Alan A. Armer. Mr. Lawson formerly was writer-producer with KTFI Twin Falls, Ida. Mr. Armer was director of special events and producer with the Armed Forces Radio Service in the China-Burma-India theatre.

AS GROUND was broken for transmitter building of WELM Elmira, N. Y., Feb. 20, Charles F. Kennedy, president of Elmira Assn. of Commerce, did initial spade work. Station, which will be an ABC affiliate, expects to start broadcasting April 2 with 250 w on 1400 kc. With Mr. Kennedy are (standing, l to r) Claude R. Snyder Jr., WELM sales manager; L. Jerome Wolcott, secretary-manager of Assn. of Commerce; J. Robert Meachem, WELM's owner-manager; Preston Taplin, production manager. In front: J. Forman Meachem (l), office manager; Theodore M. Duray, formerly of WDLP Panama City, Fla., chief engineer.

Announce Creation Of CBS Co-op Unit

Ralph Hatcher is Sales Manager; Nancy Cook Heads Promotion

FORMATION of a CBS Co-op Division with headquarters in New York was announced last week by J. Kelly Smith, CBS Director of Station Relations.

Mr. Hatcher

Sales manager for the new division is Ralph Hatcher, for the past three years manager of the CBS Station Relations Central Division. Nancy Cook, associated for 15 years with various forms of advertising, selling and promotion, is promotion manager for the division.

The costs of co-op shows are being readjusted to compensate for the different number of sets in use in various time zones, and to provide lower minimums for smaller stations. Another feature of the new CBS service is a station salesmen's incentive cash bonus plan to encourage local sales.

CBS programs now available for cooperative sale are: CBS *Morning News Roundup*, 8-8:15 a.m., Mon.-Sat.; CBS news, 9-9:15 a.m., Mon.-Sat.; *House Party* 4-4:25 p.m., Mon.-Fri.; Red Barber, sports, 6:30-6:45 p.m., Mon.-Fri.; CBS news with Charles Collingwood, 11-11:10 p.m., Mon.-Fri.; CBS news with Ned Calmer, 11-11:10 p.m., Sat.-Sun.; CBS *News Feature*, 11:10-11:15 p.m., Sun.-Sat.; Joseph C. Harsch, *Meaning of the News*, 11:15-11:25 p.m., Mon.-Fri.; Quincy Howe, *Meaning of the News*, 11:15-11:25 p.m., Sat.

Resigns Union Post

ROY TINDALL has resigned as executive secretary of Hollywood Local 40, IBEW, and his successor has not been named. As local representative of the national negotiating committee working out a CBS national contract he is currently in New York.

WHG, WRUF Contracts

ROBERT A. ERWIN, Washington radio news service, has signed contracts for local and regional news coverage with Edward E. Bishop, vice president, WGH Newport News, and Maj. Garland Powell, director, WRUF Gainesville, Fla.

Television Week

LUNCHEON today (Monday) at Biltmore Hotel, Los Angeles, marks start of Television Week in Southern California. Sponsor of luncheon is Los Angeles Electric Club. Harry Lubcke, Don Lee television director, will be one of the speakers. Proceedings will be telecast by KTLA Los Angeles.

DREW PEARSON (second from r), ABC commentator, completes negotiations for a renewal contract with his Sunday evening sponsor, Frank H. Lee Co. (Lee hats), Danbury, Conn. Interested watchers are (l to r): Harry Trenner, vp in charge of radio for William Weintraub Agency; Thurman Arnold, former U. S. attorney general; Mrs. Pearson. Contract is for 104 weeks, one of the longest ever signed in radio.

JOINT GROUP STARTS RETAILER TV SURVEY

JOINT SURVEY of television sponsorship is being conducted by NAB and National Retail Dry Goods Assn. to determine who is using the medium, what facilities will be available, and what interest retail stores are likely to take in visual sponsorship.

A committee representing both associations is undertaking the project, called for at a meeting held Feb. 20 in New York.

Howard Abrahams, NRDGA sales promotion manager, said the study is being undertaken despite the fact that only eight cities are equipped with television facilities, although about 25 have CPs. "We want to have all possible information about TV at our command so that we can assist stores with this new medium just as soon as they are ready," Mr. Abrahams said.

Because of high costs of TV sponsorship, NRDGA is considering the idea of encouraging manufacturers to cooperate in preparing TV commercials on film, much as transcriptions are now made available to local dealers.

MAESTRO'S GIFT

Paul Lavalle Donates $1500 For Scholarships

PAUL LAVALLE, whose conducting experience ranges from the Stradivari orchestra to the *Chamber Music Society of Lower Basin Street*, is donating $1500 to be administered by the National Federation of Music Clubs to a scholarship fund for students of piano, violin and voice.

The initial scholarship will be awarded during the spring months of 1947, the sum being expended in three annual payments of $500 each for musical instruction for the winning student. Auditions for the Paul Lavalle scholarship are being held in the 48 states divided into 14 districts between March 1 and April 15, with winners in the district contests making recordings which are being sent to New York to be heard by a panel of judges. In addition to the $500 a year, the winner will also have the opportunity of appearing as soloist on a national network under the baton of Paul Lavalle. Mr. Lavalle is currently conducting the *Highways in Melody* on NBC, Friday, 8-8:30 p. m. Applicants may get in touch with the National Federation of Music Clubs in their community.

Rep. Redden Withdraws His Interest in WHKP

APPLICATION was filed with FCC last week for assignment of the construction permit for WHKP Hendersonville, N. C. from Redege Broadcasting Co., a partnership composed of Monroe M. Redden and William A. Egerton, to Radio Hendersonville Inc. Mr. Egerton owns 51% of the assignee while the former half-interest of Mr. Redden, now Congressional Representative from North Carolina, is purchased by two new parties for a money consideration equal to Mr. Redden's capital interest in the station. At the time of filing for the station this interest was $5,000.

The incorporators of the new firm and their interests are: Mr. Egerton, 102 shares (51%); R. L. Whitmire, 40 shares, and L. B. Prince, 58 shares. The new stockholders are both local business and professional men. Mr. Redden, upon his appointment to Congress, felt it inadvisable to retain interest in WHKP. Station was granted its CP in July 1946; is assigned 250 w on 1450 kc. WHKP is a Mutual affiliate.

Juvenile Feature

AUGMENTING its juvenile shows, KLO Ogden, Utah, has started "Story Lady," designed for children not old enough to appreciate more dramatic features. "Story Lady" tells stories and poems for younger children, excluding "blood and thunder" tales.

Meeting Dates Set On AM Application

FCC Lists Engineering Session Schedule by Frequencies

A SCHEDULE, according to frequency, of further engineering meetings on AM applications being processed under FCC's "temporary expediting procedure" was announced by the Commission last week.

The schedule shows the date and hour of meetings at which engineering studies on the respective channels must be returned to the Commission. All meetings will be held in Room 1146 or 1147 of FCC headquarters in the New Post Office Bldg., Washington, D. C. The schedule:

Channel 560 kc, March 17, 10 a.m.; 580 kc, March 14, 1 p.m.; 590 kc, March 19, 1 p.m.; 600 kc, March 12, 10 a.m.; 610 kc, (held March 7); 620 kc, March 10, 1 p.m.; 630 and 680 kc, March 11, 1 p.m.; 690 kc, March 18, 1 p.m.; 740 kc, March 11, 10 a.m.; 790 kc, March 19, 1 p.m.; 810 kc, March 18, 10 a.m.; 850 kc (held March 8); 860 kc, March 17, 1 p.m.; 910 kc, March 17, 1 p.m.; 920 kc, March 20, 10 a.m.; 940 kc (held March 7); 950 kc, March 15, 1 p.m.; 970 kc, (held March 7); 990 kc, March 24, 10 a.m.; 1000 kc (no second meeting required); 1060 kc, March 15, 10 a.m.; 1070 kc, March 18, 1 p.m.; 1080 kc, March 19, 10 a.m.;

Channel 1130 kc, March 20, 10 a.m.; 1140 kc, March 13, 10 a.m.; 1170 kc, March 11, 10 a.m.; 1190 kc, March 12, 1 p.m.; 1250 kc, March 14, 1 p.m.; 1260 kc, March 21, 10 a.m.; 1270 kc, March 13, 1 p.m.; 1290 kc, March 12, 1 p.m.; 1300 kc, March 15, 10 a.m.; 1310 kc, March 10, 10 a.m.; 1330 kc, March 14, 10 a.m.; 1350 kc, March 18, 10 a.m.; 1360 kc (held March 8); 1380 kc, March 10, 10 a.m.; 1390 kc, March 17, 10 a.m.; 1410 kc, March 12, 10 a.m.; 1420 kc, March 13, 10 a.m.; 1460 kc, March 10, 1 p.m.; 1470 kc (held March 8); 1480 kc, March 13, 1 p.m.; 1530 kc (no second meeting; map due March 11); 1550 kc, March 19, 10 a.m.; 1560 kc (no second meeting required); 1580 kc (return date not yet scheduled); 1600 kc, March 14, 10 a.m.

Wins WJZ Contest

FIRST PRIZE of $200 in a WJZ New York amateur Farm Photo Contest went to John H. Vondell, assistant professor of Poultry Husbandry at Massachusetts State College of Agriculture, Amherst, Mass. Winning picture was chosen from 3525 photographs entered by 720 amateur photographers. Professor Vondell also won $55 in additional awards in other classes. The two-month Farm Photo Contest was sponsored by the WJZ *Farm News Program* Monday-Saturday, 5:45 a. m., under the direction of Phil Alampi who conceived the idea of the contest.

2 More ABC Outlets

KMON Great Falls, Mont., and KOPR Butte, Mont., now under construction, will affiliate with ABC on or about Sept. 1, bringing the network's total number of stations to 246. KMON, owned by Sun River Broadcasters, will operate fulltime with 5000 w on 970 kc, and KOPR, owned by the Copper Broadcasting Co., will operate fulltime with 1000 w on 550 kc.

CONSISTENTLY YOURS

Through the years, WAIR has kept its finger on the pulse of this vigorous market. Our program policy is based on public demand. That's why WAIR holds a maximum of the listeners every hour of every broadcast day. Here's a seller!

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ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

2nd RUNS SUGGESTED FOR TRANSCRIPTIONS

EDITOR, BROADCASTING:

On page 44 of BROADCASTING in the February 17th issue, there appeared a very interesting article submitted by Charles Barham Jr. of WCHV Charlottesville, Va.

This article tends to maintain and prove the difficulty we small stations have in procuring transcription shows at a price commensurate with our sponsor's pocketbook.

There is, in my belief, an effective cure. I am timid in offering suggestions to a business foreign to my own, as there are so many inside conditions of which an outsider cannot be cognizant.

On the face of it, however, the transcription services could copy the moving picture houses and provide first, second and third-run prices. Each run could be gauged as to price, by population, just as it is now.

First, second and third-runs could be segregated by the duration of time in which a transcribed show is on the market. Separated, let us say, by six months, a year, two years, etc.

Many of us small stations could use third runs.

When I have advanced such arguments to transcription salesmen, I have met with the response that the royalties that must be paid on these shows are constant. I submit the fact that people would rather receive small royalties on a third-run, than have their product shelved forever. Hence, I do not believe such objection is insurmountable.

MILTON J. HINLEIN
KDRO Sedalia, Mo.

February 22, 1947.

Western Co-op Head

COINCIDENT with CBS organization of Co-operative Sales Division in New York, Edwin W. Buckalew, Western Division station relations head, has been given responsibility for 11 western states, with headquarters in Hollywood.

OUTSTANDING RADIO ALUMNI of the U. of Oklahoma were honored during the annual Radio Conference at the university. Recipients of gold keys from Maj. William V. Cox, alumni association president, were (l to r): Paul A. Walker, FCC commissioner; Joseph Callaway, Michigan State College; John Dunn, manager, WNAD Norman, Okla.; Dr. George L. Cross, U. of Oklahoma president; Muriel Monsel Bremner, NBC actress; Tel Beiard, radio educator; Dr. M. L. Wardell, toastmaster; Joseph W. Hicks, public relations consultant. In rear, Lowe Runkle, Runkle Adv. Agency, Oklahoma City; Walter Emery, FCC attorney; Maj. Cox, at far right. (Story on page 38.)

SEES YOUTH'S FAITH IN RADIO FALTERING

EDITOR, BROADCASTING:

Maybe it isn't important, but this is what is happening in many homes where children listen attentively to radio "kid" programs, taking my own family as a typical example: We have four boys, ages 6-8-10 and almost 12. They all stand on their necks or put their big toes in the chair cushions while listening to the "kid" shows daily, Monday through Friday. Almost continuously premium offers are made. The announcers forcefully RUSH the boys into sending the coins and the proof of purchases. The boys RUSH and HOW. Then they wait . . . wait . . . wait for days . . . nay, they wait for weeks! Finally, when the enthusiasm is gone for the premiums, the items are received.

That is what *used to happen*. Now, only one of the boys is on the sucker list. The others no longer trust the announcers; they no longer trust the sponsors. They are growing up with a contempt for sponsors and announcers. Oh yes, they continue to listen to the shows. Maybe it doesn't matter. Maybe it does.

Boys reason pretty much as my youngest son, who is still on the sucker list. This morning while I was shaving he said to me: "Daddy, how long does it take a letter to go to Chicago?" I tell him. "How long does it take one to come back?" I tell him. "Well, why then do those guys on the radio lie to us?" I tell him.

HAROLD E. ROLL,
Director of Promotion
& Publicity,
KFAB Omaha.

Feb. 21, 1947.

1946 EDITION OF FM HANDBOOK OFF PRESS

THE 1946 EDITION of "FM Radio Handbook," technical publication presenting reference data and detailed facts about theory, design, planning, installation, operation, service and regulations in the field of FM, is off the press. The 174-page volume, profusely illustrated with photographs, charts and diagrams, is edited by Milton B. Sleeper, editor and publisher of *FM and Television*, monthly publication.

Chapter headings in the new handbook give an indication of its contents — "Background of Frequency Modulation," "Theory of Frequency Modulation," "Frequency Modulation Broadcasting" (including answers to questions most frequently asked by those who are planning to enter FM broadcasting); "FM Broadcast Studio Techniques"; Coaxial Lines for FM Transmitters"; "Audio Distortion and Its Causes"; "High Fidelity Reproduction"; "Antennas for Communications Frequencies"; "Selective Calling Methods"; "Maintenance of Communications Systems"; "'Alignment of FM Receivers"; "WWV Signals for Checking Frequency Meters"; "Railroad Radio Installations," etc.

The FM handbook is available in cloth-bound ($4.00) or paper bound ($2.00) editions from the FM Co., Great Barrington, Mass. (New York office, 511 Fifth Ave.)

New Scott TV Line

NEW LINE of Scott television receivers, believed to be the first of their kind, are adaptable to any Scott AM or combination FM receiver, according to Hal S. Darr, president of Scott Radio Labs., Chicago. First shipment of the new receivers to the company's distributors is now under way, Mr. Darr said. The Scott video receiver, which will retail at approximately $850, is equipped with a 12-inch picture tube with all television controls for both high and low bands. Dealers in Chicago, Washington, Philadelphia and Detroit are exhibiting the new receivers, Mr. Darr said.

Advisory Groups

ARMY-NAVY Munitions Board is issuing an invitation for candidates from communications industry to sit on Industry Advisory Committees being formed to aid National Defense planning in creation of Industrial Mobilization Plan. Board is endeavoring to extend recognition to small, medium and large operators, and where practicable, to select membership with regard to geographic representations. Proposed advisory committees will work with Government groups on end products and component parts.

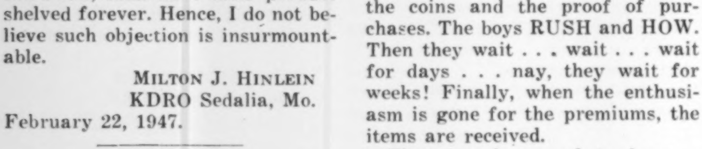
WOPI HAS BUSY DAY

Food Dropped to 3 Snowbound Staff Members

STAFF of WOPI (AM and FM) Bristol, Tenn., had a busy day Feb. 27, highlighted by the dropping of food supplies to Engineer Warren Gilpin, his wife, and Announcer Kenneth Hewitt, stranded by heavy snows at the station's FM transmitter and studios on White Top Mountain 33 airline miles northeast of Bristol. Food on hand at the transmitter site was running dangerously low, but after several attempts a plane directed by radio communication from both WOPI-FM and AM was able to get through the overcast and drop the needed supplies.

Almost simultaneously an explosion demolished a Bristol filling station, killing five persons and injuring a sixth who died later. Within ten minutes, according to W. A. Wilson, WOPI president and general manager, the station's continuity director, Mike Cady, and Chief Engineer Russell Robinson were on the scene with a shortwave pack transmitter and were broadcasting a description of the tragedy. Jack Martin, WOPI special events director, took over for later reports.

Later the same day, through arrangements made while the explosion excitement was at its height, the three station staff members marooned atop the mountain went on the air over NBC to tell the nation of their experience.



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WHWL
Is a Must!
"The only station giving primary coverage to the Scranton-Wilkes-Barre-Hazleton-Berwick region.
FORJOE AND COMPANY—*National Representatives*
"Anthracite's Greatest Daytime Coverage"

VEST-POCKET RADIO

NBC Device Enables Control Room to Give Video Stage Director Instructions

NO LONGER is the stage director on the floor of the NBC television studio a menace to unwary actors or technicians who might—and frequently did—become entangled with the coiling telephone wire which connected his headset with the control room to bring him instructions from the program director. NBC's engineering department has eliminated that problem by developing the "pocket ear," a vest-pocket radio receiver measuring 6½" by 3" by 1" and weighing only one pound (shown in photo).

Instructions are broadcast from a high frequency transmitter in the studio ceiling with a power output of less than one-tenth of a watt, enough to give clear reception throughout a large studio but too weak to cause outside interference, They are received by the tiny set and conveyed to the user's ears through a flexible vinylite tube 1/16 inch in diameter. Tube ends in a rubber ear plug designed so that it may be worn for long periods without discomfort. Inside the tube is a hair-thin wire which serves as antenna for the receiver.

First model to be tried out used a standard headset with an antenna standing straight up from the top of the wearer's head, giving him a "man from Mars" appearance. Latest model, which has been thoroughly tested at WNBT (NBC video station in New York), operates well and allows the stage director to move freely through the studio without either trailing wire or wearing a headdress apt to cause television actors to break into laughter.

System Introduced to Eliminate Ignition Interference in Cars

THE AUTOMOBILE Manufacturers Assn. has just adopted a set of recommendations made by a joint committee of the Radio Manufacturers Assn. and the Society of Automotive Engineers which, when put into effect, are expected to eliminate interference of motor vehicle ignition systems with high frequency radio and television broadcasting.

The joint SAE-RMA committee reported that receiver interference can be reduced to tolerable limits if vehicle electrical system radiation is kept within specified values. This can be accomplished by modifying the automobile electrical system and by installing resistors in the cars' high tension circuits.

The average AM radio listener is not now disturbed by vehicle electrical system interference because AM broadcasting goes on in the 550-to-1500 kc frequency range. Vehicle interference becomes noticeable at frequencies above 1500 kc and reaches a peak, according to an SAE spokesman, in the 30-150 mc range. It is within this range that FM and facsimile and television broadcasters are now licensed by the FCC.

The joint RMA-SAE committee made the following recommendations which the AMA in turn approved:

1. Locate high-tension coil to permit an eight inch or shorter lead from coil to distributor.
2. Keen primary electrical wiring, metal rods and conductive tubing as far from high-tension wiring as possible.
3. Use a 10,000-ohm suppressor in the distributor-to-coil high-tension lead.
4. Use a 10,000-ohm suppressor at each spark plug.

The AMA has also asked all bus, truck and passenger car manufacturers to begin immediately to prepare their vehicles to meet the recommended tolerable interference limits by Jan. 1, 1948, but asked that installation of resistors be deferred until tests now under way have been completed.

RMA members of the joint committee include: K. A. Chittick, R. D. Scheldorf and H. J. Schrader, all of RCA Victor Division, RCA, Camden, N. J.; W. S. Broughton, GE, Schenectady; J. E. Brown, Zenith, Chicago; F. A. Gunther, Radio Engineering Labs., Long Island City, N. Y.; D. D. Israel, Emerson, New York; R. H. Manson, Stromberg-Carlson Co., Rochester, and B. A. Schwartz, Delco Radio Division of General Motors Corp., Kokomo, Ind.

Song Suit

JOHN WOLFE, owner of a San Francisco transcription firm by that name, has filed suit in California Superior Court for $50,000 and a royalty accounting in connection with the song hit, "Huggin and Chalkin." Mr. Wolfe charges that Clancy Hayes, radio artist, and Kermit Goell, president of the Hudson Music Corp., New York publishers, had the song published in their names. The song was written by Messrs. Hayes and Wolfe, says Mr. Wolfe. Suit also was aimed against five John Does who, Mr. Wolfe's attorneys say, are officials of the firms in Hollywood and Los Angeles which made recordings of the song for sale.

Report on Communism

STEPS to remove Communists from Government positions have been advocated by the U. S. Chamber of Commerce in a report urging prompt action in the interests of national security. Titled "Communists Within the Government," the report covers findings of Congressional committees and other groups. It does not mention specific agencies but estimates that about 400 Communists hold important positions in Washington. The report was prepared by the Chamber's Committee on Socialism & Communism.

Aid for Family

RESPONSE was overwhelming when a citizens committee from Holt, Ala., aroused by the killing of a girl, Martha Moseley, appealed to WJRD Tuscaloosa for financial help. The girl had been the main support of her invalid mother and her sister who was not employed full time. Not only did James R. Doss Jr., owner and operator of the station, turn over all programs, both sustaining and commercial, for three hours for the appeal, but Tuscaloosa citizens topped the $2,500 goal set by the citizens committee by $6,500.

Moonlight Surprise

EXCAVATION WORK for the new KRUX Phoenix-Glendale, Ariz., which was scheduled to go on the air on a 24-hour basis in March, produced some interesting results. Taking advantage of moonlight to get in extra hours and rush the work to completion, the excavators unearthed a skull and other bones and fossils. Chief Engineer Russ Davis waited until daylight for closer examination of the skull, which crumbled away after exposure to the air. The station general manager, John D. Morgan, reports that Mr. Davis and his crew have been making good progress on the KRUX construction, despite their experience with the skull. KRUX will be the key station of the new statewide Gene Burke Brophy network, Radio Arizona. It will operate with 250 w on 1340 kc.

Equitable Renews

EQUITABLE LIFE ASSURANCE Society of the U. S., New York, effective April 4 for 52 weeks renews sponsorship of *This Is Your FBI* on ABC, Fridays, 8:30-9 p. m. Agency is Warwick & Legler, New York.

WMT Takes Over

BECAUSE crowded conditions at Iowa State College made it impossible to hold the annual "Farm and Home Week" gathering, WMT Cedar Rapids presented outstanding farm authorities over its facilities throughout the period, Feb. 12-22. Cooperating with the college and the National Farm Inst. of Des Moines, WMT scheduled the features on the station's regular farm programs during the week. Talks were transcribed in Iowa by Farm Service Director Chuck Worcester, and in Washington, D. C. and Fort Worth.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by E. B. Marks

ANOTHER NIGHT LIKE THIS

On Transcriptions: **Capitol, Hal Derwin; Standard, Buzz Adlam; Thesaurus, Vincent Lopez, George Wright; World, Les Brown; MacGregor; Barclay Allen.**

On Records: **Dick Haymes (Dec.), Desi Arnaz (Vic.), Hal Derwin (Cap.), Larry Douglas (Sig.), Hal Winters (Apollo), Tommy Tucker (Col.), Herb Kern (Tempo), Don Alfredo (Pan-Amer.).**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Experienced salesman—Permanent staff member wanted to develop business for station serving metropolitan area on east coast. No network. Income commensurate with results. Box 748, BROADCASTING.

Salesman. Michigan ABC station has permanent position for experienced man, fifteen percent commission guarantee $50.00 weekly. Market over 200,000. All replies confidential. Box 834, BROADCASTING.

Wanted—Sports announcer by 5000 watt network midwest station. Should have good personality, capable of handling all sports events, as well as special events. Excellent working and living conditions. Write full qualifications, references, salary expectations to Box 857, BROADCASTING.

Disc jockey wanted by 5000 watt midwest network station. Excellent opportunity for development of new program ideas. Excellent working and living conditions. Write full qualifications, references, salary expectations to Box 858, BROADCASTING.

Salesman, New York State. ABC station in outstanding market. An unusual opportunity to a good salesman. Write Box 894, BROADCASTING.

Program director, capable all-round man to assist manager new network station, outdoor country; small city; $225 month start. Box 896, BROADCASTING.

Network affiliate, southwest city of 12,000, wants announcer with first class license April first. Congenial surroundings; college town. Fifty dollars. Box 897, BROADCASTING.

Production manager-announcer. Opening for good combination man at new central Florida station. Good base plus talent. Send complete story and audition disc. Box 938, BROADCASTING.

Texas station will train veteran in sales, servicing. Give details to Box 940, BROADCASTING.

Fast opening for one good announcer seeking spot on first rate southeastern station. No combination duties. Box 952, BROADCASTING.

Chief engineer: for new 1 kw station now under construction. Experience in directional antennas essential. Must start immediately. Send full details, experience, salary, etc., first letter, Box 87, Flint, Michigan.

FOR SALE

Florida Radio Station

Located in one of Florida's largest and best markets—a rich, thriving territory with a superb year-round climate. A profitable station that has a great potential. Price—$100,000.

Blackburn - Hamilton Company

Radio Station Brokers

San Francisco
Ray V. Hamilton
235 Montgomery St.
Exbrook 5672

Washington, D. C.
James W. Blackburn
1011 New Hampshire Ave.
National 7405

POSITION-PROGRAMMING DEPARTMENT

Wanted by the World Broadcasting System, 711 Fifth Avenue, New York City, for responsible position in programming department, person with radio station experience in building programs from the World Transcription Library—including routining of music and writing scripts for these programs. Apply by letter only, stating fully length and kind of experience and minimum salary desired.

Help Wanted (Con't)

Network adding another broadcast station in Alaska. Applications invited following positions: combination operator-announcer, licensed ass't chief engineer, chief engineer broadcasting station, constructional engineer, steel structural engineer capable erecting radio towers, combination office man-account. Give full qualifications, family status, salary expected and availability first letter. Alaska Broadcasting System, 207 Lenora Street, Seattle 1, Washington.

Announcer, five years experience, college graduate, married, with family. Send audition disc, biographical data, and references to WDRC, Hartford 4, Conn.

Announcer with first class license. $67.50 for 40 hours to right man. ABC affiliate, one of best small operations on Pacific Coast. Wire Manager, KFLW, Klamath Falls, Oregon.

WSCR Scranton, Pennsylvania needs experienced announcers who combine ad-lib with musical, or writing ability. No controls.

Engineers with announcing ability for studio or transmitter on new 1 kw CBS station start up about April 1st. Write Chief Engineer, KDSH, Boise, Idaho giving full information.

Top midwest station wants topnotch producer. If qualified write RRR, personnel Service, Box 413, Philadelphia.

Engineer - announcer (combination). First class license for FM station. Send full description of qualifications, picture and construction experience. Box 1932, Fort Worth, Texas.

Station manager—Excellent opportunity for steady, dependable man thoroughly familiar with all phases of small station operation. May be possible to purchase interest to right man. Present manager taking over own station elsewhere. Opening June first. Meantime, if can take up sales manager's duties so much the better. Tell full history, experience, references, first letter. Radio Station KIUP, Durango, Colorado.

Continuity writer wanted. Mostly commercial spots and programs; all types. Send complete details including samples of work, references and salary expected to Radio Station KHMO, Hannibal, Missouri.

Good ad lib man for lecturer's position to play theatres coast to coast for long established motion picture producer. Mature appearance and excellent stage personality essential. Must have attractive wife who will travel with him. Serviceable car necessary. Excellent proposition for both. Give all details and include snapshots of both in first letter and interview will be arranged. Chas. B. Meade, Supervisor of Personnel, Box 249, Wilmington, Ohio.

Wanted. Announcer and a commercial salesman for radio station expecting to go on the air about April 1st. Excellent opportunities for right men. Contact E. J. Harpole, KVOU, Uvalde, Texas.

Help Wanted (Con't)

Need transmitter engineer immediately. Experience desirable but not necessary. Good salary with progressive station. Wire or write WDAR, Savannah, Georgia.

Special events director wanted by foremost middlewestern CBS affiliate. Give detailed background including age, education, employment, religion, salary, voice transcription, etc., to Box 963, BROADCASTING. Your reply will be held in strict confidence.

Wanted—Transmitter engineer with car. Washington, D. C. area. WPIK, Alexandria.

KULA Honolulu, 10 kw, ABC affiliate accepting applications for licensed technicians. Transportation expense not advanced. Single men preferred. Start April 1 or 15. Make full application first airmail letter. P. O. Box 1479, Honolulu, TH.

Sportscaster-announcer—capable of play by play baseball, football, basketball; salary good. Send disc and complete info to WELM, Elmira, N. Y.

Virginia station—250 w, fulltime network affiliate has opening for announcer with reasonable experience. Good working conditions. Box 969, BROADCASTING.

New Texas station needs sales manager, combination engineer-announcers, engineers. Attractive college town. KOSF, Nacogdoches, Texas.

Wanted—Engineer-announcer, first class license, opportunity advancement, new network station, studio and tower adjoin. Small town, reasonable living conditions, starting salary $50.00, apartment, house available. WMOC, Covington, Ga.

Engineer—First class, with announcing experience. Station KOPO, Tucson, Arizona.

Good salary plus commissions to experienced time salesmen who are first class and who want to become community men with new station in beautiful Mesa, Arizona. KARV.

Wanted—First phone to operate 250 watter. No control work. We are installing 10 kw FM and new studios this summer. WKPT, Kingsport, Tennessee.

Staff being recruited for new fulltime local in important south Texas market. Excellent character, stable temperament, proven ability required. Worthwhile opportunity for talented personnel. Box 958, BROADCASTING.

Network owned KDB, Santa Barbara, California, America's Riviera, requires announcer-engineer, first class license. IBEW starting salary $200 monthly. Send transcription.

Announcer wanted—5000 watt station in the south, needs first class announcer. Write full qualifications, references. Salary $60.00 per week, talent fees on competitive basis. Box 975, BROADCASTING.

Wanted

BIGTIME PROGRAM DIRECTOR!

For the most successful metropolitan 250 watt independent station in the midsouth. Application treated in the strictest confidence. Please give following information: age—marital status—name of present and two previous employers and length of service with each. Give outline of experience only as it relates to programming of independent station. If you have not had independent station programming experience do not apply. Personal interview at our expense will be arranged. Box 973, BROADCASTING.

Help Wanted (Con't)

Wanted—Chief engineer for 250 watt Mutual affiliate in North Carolina. Must have maintenance experience and knowledge of FM operation. FM station now under construction. References required. Wire if interested. Box 974, BROADCASTING.

Combination program director-announcer. Must be able to step into job already established and give satisfactory performance. Men without experience need not apply. Salary $48.00 for 48 hour week. Give references and full particulars. Personal interview before hiring. Position open mid-April. Radio Station WEPM, P. O. Box 874, Martinsburg, W. Va.

Situations Wanted

Adaptable newcomer. Professionally trained all phases announcing. Vet. Travel anywhere. Box 891, BROADCASTING.

Experienced disc jockey-anouncer-producer wants offers from only those paying $75 weekly to proven man with reputation and references. Box 928, BROADCASTING.

Announcer-veteran, need experience. Excellent in all phases of broadcasting. 1 year college. Prefer Rocky Mountain area. Box 929, BROADCASTING.

Veteran starting in radio, 1 year college; excellent in all phases of broadcasting. Disc, photo on request. Louis Nosko, 577 Virginia Street, Gary, Indiana.

Announcer-disc jockey, thoroughly experienced, and with a pleasant personality that really sells, desires position within 150 miles of New York. At present employed. Box 930, BROADCASTING.

Announcer. Good lively, friendly voice. Commercials, newscasting, acting disc shows. Personally trained by professionals giving equivalent of six months commercial experience in a station. Know sports well. Veteran, married, 24, university degree. Box 931, BROADCASTING.

Program director. Production manager, newsman—competent, dependable; will accept $240 per month. Box 932, BROADCASTING.

Announcer-newscaster. Pre-war experience, available on two weeks notice. Desire more progressive affiliation in city over hundred thousand. Box 933, BROADCASTING.

Announcer, independent and network experience. First phone, 25, married, presently employed. Gulf or southwest preferred. Box 934, BROADCASTING.

Announcer: 14 years, sports specialist, disc jockey, news, young, ambitious, intelligent, no drunk or drifter. Veteran. Box 935, BROADCASTING.

Program director: Top announcer, good organizer and supervisor. Thorough knowledge all phases production since middle thirties. College graduate, veteran, married. Box 936, BROADCASTING.

Ambitious, but inexperienced man of 24, B.A. Degree, wants break in sports announcing and general announcing anywhere, now! Box 937, BROADCASTING.

Announcer wanted KGHL, Billings, Montana. Airmail application, letter, photograph. Send audition disc to Ed Yocum.

PROGRAM DIRECTOR

wanted

for 5 kw station in southwest We need a program director who has had experience in programming both non-network and network stations. The salary will be commensurate with the applicant's qualifications and experience. Reply Box 945, BROADCASTING.

COMMERCIAL MANAGER wanted for established 250 watt network station in excellent midwestern market. Power increase soon. Send complete details of experience, references and picture. Box 968, BROADCASTING.

Situations Wanted (Cont'd)

Nationally known violinist—Excellent references. Handle any type show. Capable musical director. Box 939, BROADCASTING.

Script and copy writer with six years experience including writing, production, musical direction, engineering (first), and selling wants to join station with advanced merchandising ideas. Veteran, married, steady. Box 941, BROADCASTING.

Program director. Audience building. Highly saleable shows my specialty. Box 942, BROADCASTING.

News editor, 10 years in radio; former newspaper executive; edit, write, direct entire news operation; knows costs, can reduce newsroom expense; also, organize and operate local-regional news and public service coverage. Box 943, BROADCASTING.

Engineer—First class license, presently employed, wish to get located in northern or southern California. Married, sober, reliable. Box 944, BROADCASTING.

Announcer, experienced, college background, 32, married, sober, dependable. Versatile, can produce, desires permanency. No combination. New England or east preferred. Minimum base $50 plus talent fees. Disc, photo on request. Box 947, BROADCASTING.

Program director-announcer: creative talents in programming, community minded, general announcing. Government radio experience. Single. Particularly interested in new station. Box 948, BROADCASTING.

Sports announcer play-by-play all major sports. Also general staff routine. Veteran, single. Box 949, BROADCASTING.

Staff announcer. Excellent commentator and sports analyst. Experienced news, commercials, disc jockey. Also, write copy. Available immediately. Box 951, BROADCASTING.

Attention radio station owners. Make profits with a musical clocker, funnier than Bob Hope, Fred Allen and Jack Benny. Your radio station will be leader in its field, if you employ me. Can make a Republican senator laugh. Salary two hundred dollars per week, must be paid in one dollar bills. Box 953, BROADCASTING.

"Don't pass out, roll a natural" with this A 1 experienced announcer able to do programming, producing and acting. Commercial and AFRS experience. Graduate topflight anouncers' school, Radio City, N. Y. Married and interested in steady work. Dick Emerson, 910 Riverside Drive, New York 32, N. Y.

Announcer, veteran, married. Trained in all phases of radio. Wm. S. Bennett, 4541 Sheridan Road, Chicago.

Staff announcer now available for some suitable southern station. Address Announcer, Box 3347, Birmingham, Alabama.

Baseball announcer—Class A-B-C or D ball. Desire play-by-play plus nightly sportscast. 24, single, AFRS, Saipan experience. Some college, radio school, Boston. Also handle football, other major sports and general announcing. Disc available. Michael Vatousiou, 55 Commonwealth Avenue, Boston, Mass.

Westward Ho! Several good announcer-producers and transmitter engineers desire employment on the west coast. For complete information contact: RRR, Personnel Service, Box 413, Philadelphia.

Engineer. 1st class license. Veteran, dependable. Travel anywhere. Louis Polovsky, 1155 Morrison Avenue, Bronx 59, N. Y.

Program director. Six years experience; network and independent. Musical background. College education. Single. Will go anywhere. Jerome Oppel, 242 N. Western Ave., Los Angeles.

Available—I have spent 15 years in the radio business. Program, production, continuity, publicity and sports are my strong points. At present am free lancing in Detroit area with good income, but desire permanent income and future for my wife and two children. Can come for personal interview. Good references are available. Write, wire or call Loren (Bud) Watson, Jr., 1244 Taylor, Detroit, Madison 0057.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Veteran, 1st phone desire position with small station for engineering experience. D. M. Dunn, 2 Pallant Ave., Linden, N.J.

Situations Wanted (Cont'd)

Veteran, 1st phone, desires position as transmitter engineer. Midwest preferred. W. Robinson, 445 Circle Ave., Washington Court House, Ohio.

Versatile announcer-writer—Fine educational background plus intensive radio training. Complete musical knowledge especially adaptable to record shows. Plenty of ideas, proven ability. Will accept lower salary to compensate for lack of experience. Excellent references from people active in the business. Disc, photo, sample continuity, all information upon request. Box 955, BROADCASTING.

Suffering from nosponsor? War conditions helped stations resist this fatal ailment, but there'll come a day. Now's the time to give your operation that professional sound that sells, holds sponsors. Get a crack, immaginative program director, one with ten years overall experience ranging from leading 50 kilowatt in large eastern city to 250 watter created from scratch. Top-notch announcer, writer, producer, know low budget problems. This is not exaggeration, or half truth, details and an E.T. will prove it. Rockies or beyond preferred. Box 956, BROADCASTING.

Program executive, top notch newsman, writer. Plenty experience. Interested in top offers only. Go anywhere. Box 957, BROADCASTING.

Engineer. 1st phone. Single, small station experience. Desires connection with progressive station. Available immediately. Box 959, BROADCASTING.

Manager-chief engineer, qualified engineer will install, organize and manage your new AM-FM station with minimum staff. Now completing FM installation, seeking better opportunity in midwest. Box 960, BROADCASTING.

Capable engineer having 13 years practical experience in all phases of broadcast radio engineering, including extensive directional antenna, invites inquiry from west offering a position of responsibility. Age 33, both licenses, available on 30 days notice. Require housing for 5. Box 961, BROADCASTING.

Announcer, veteran, 26, married, desires position in warm, dry climate preferably southwest. Received all-round training at 250 w station. Have ideas, can write and act. Box 962, BROADCASTING.

Veteran radio man, age 37, desires managerial position, general or commercial, in smaller market. Background includes ten years NBC, two years Mutual traffic and sales, two years radio business manager leading national agency. Excellent references. Salary important but secondary to opportunity for future development. Box 964, BROADCASTING.

Baseball announcer. Thoroughly experienced. All sports. Available to A.F.R.A. station. Box 970, BROADCASTING.

Disc jockey, 5000 watts or larger, top flight and can prove it. Full information and disc at Box 966, BROADCASTING.

Manager of small station. Experience in all phases of radio. Presently advertising manager AAA firm. Box 967, BROADCASTING.

Program director - producer, creative script writer. I will build for you outstanding commercial and public service shows that sell. Years of experience in every phase of program operation including local and network operation. Excellent commercial background with stations and agencies. Now employed as producer-script director large metropolitan network originating station. Whether your station is new or established I can do a program job for you. Desire permanent position with progressive station. Finest references. Box 784, BROADCASTING.

Experienced announcer. Presently at 5 kw. Minimum $60 per week. Box 823, BROADCASTING.

Announcer—5 year background featuring news and special events. Prefer east but consider all offers. Available immediately. Box 835 BROADCASTING.

Chief engineer available immediately. A Mason with best character and technical references. 16 years experience. Prefer the south. Box 866, BROADCASTING.

Station program manager — Eighteen years radio experience, fifteen years major networks in New York City. Five years business management. Available immediately. Box 876, BROADCASTING.

Disc jockey—5 year man. Let transcription tell story. Box 905, BROADCASTING.

Wage Increase

AVERAGE wage increase of 26.5% covering 96 clerical employes of CBS Hollywood, retroactive to Jan. 1, 1947, was agreed upon in a formal contract approved March 5. Donald W. Thornburgh, network's Western Division vice president, signed for CBS, with Max Krug, business manager of local 174, Office Employes Internation Union, representing the union.

Situations Wanted (Cont'd)

Talented writer (all phases) and promotion manager, stymied in present job, seeks station or agency where ideas and results pay off. Married, young, responsible, versatile. Northeast preferred. Please give details in reply. Box 873, BROADCASING.

Announcer—Young married man, 27, recent graduate radio school desires position announcer, disc jockey. Box 813, BROADCASTING.

New York-Boston stations — Liberate Yankee announcer from rebel country. Station agrees but not the weather. Am staff announcer with network affiliate, excellent recommendations. Professional experience includes twelve years show business, radio, stock, television, and vaudeville. Navy veteran, 23, single. Box 927, BROADCASTING.

Experienced general manager. I've had enough traveling opening new FM and AM stations for a radio management organization. Want permanent connection, small midwest city preferred. 15 years experience in operations and management. Box 972, BROADCASTING.

Announcer—Versatile, experienced. Disc shows, news, sports, specialize baseball and football play-by-play. Veteran, single. Graduate NAOB. Prefer south or southwest. Box 971, BROADCASTING.

For Sale

For sale—New 250 watt fulltime network affiliate in southern single station market. Potential twelve to fifteen thousand net. Ill health and on doctor's orders only reason for selling. Box 902, BROADCASTING.

For sale: Gates Model 250 A 250 watt broadcast transmitter and Gates 25 A exciter unit. This equipment used only five years and in A 1 operating condition. Complete with one set new tubes and one set tubes used 1000 hours. Available immediately and ready to be placed in operation. Best offer over $1000 takes it. Radio Station WLDS, Jacksonville, Illinois.

For sale—Late model General Electric wire recorder with microphone, extra recording head and seven spools of wire. Price $400.00. Complete and in good operating condition. WMBG, Richmond, Virginia.

½ of 1% common stock Radio Station WBYN, Brooklyn-Newark. Price $4000. Contact Morris Townsend, Metropolitan 3935, Washington, D. C.

For sale—Ready for immediate installation 1000 watt, 304C Western Electric transmitter, complete with $1800.00 worth of tubes. Feedback circuit, accumulating time meter on tubes. Wire or phone KIEM 93, Eureka, California.

Wanted to Buy

Want GR 516 C bridge. Box 954, BROADCASTING.

Equipment wanted—Used sound effects table with two or more turntables. Please airmail description and price to KGER, Long Beach 2, Calif.

Wanted. 5000 watt transmitter available in near future. WJOI, Florence, Alabama.

I am interested in buying small interest in radio station (AM) providing I can become active in the operation. I have been in network radio a decade and have been affiliated with leading national agency. I am in my late thirties, married. All replies held in strictest confidence. Box 965, BROADCASTING.

Miscellaneous

Newsman wants to invest $5,000 and talents in your radio station anywhere. Box 920, BROADCASTING.

Jockey's comedy collection. $2.00 Kleinman, 25-31-T 30th Rd., Astoria 2, N. Y.

TWO MORE AM LOCALS ARE GRANTED BY FCC

TWO MORE local AM stations were authorized by the FCC last week, one to Antietam Broadcasting Corp. at Hagerstown, Md., and the other to Loys Marsden Hawley at Bennettsville, S. C.

The Hagerstown grant is for 250 w, unlimited time, on 1490 kc. Engineering conditions are involved. Bennettsville facilities are 1400 kc, 250 w, unlimited hours. Mr. Hawley is general manager of WLAT Conway, S. C.

Antietam Broadcasting is composed of a group of area business and professional men. Officers and principal stockholders are: Andrew K. Koffman, president (100 shares, 20%), funeral director and stockholder in Statton Furniture Mfg. Co.; Dan Weinberg, vice president (12%), operator of Bedford Theatres Inc., Bedford, Va.; Manuel M. Weinberg, secretary (12%), Frederick, Md., attorney; John L. Miller, treasurer (12%), manager of Henry's Theatre, Hagerstown; Harvey H. Heyser, director (6%), superintendent and 15% owner of Southern Shoe Mfg. Co. Remaining interest is divided among seven other individuals none of whom holds more than 10%.

TV Sets for Chicago

SIXTY-THOUSAND new television receivers will be available to the Chicago area by the end of 1947, and coaxial cables for network television programs between New York and Chicago should be in operation early in 1948, it was predicted last week by Carl J. Meyers, engineering director of WGN, WGNA and WGNB Chicago. Mr. Meyers looks on television as a field which will supplement but not replace the established arts. WGNA, tele sister of WGN, will offer a wide variety of programs by fall of 1947, he said, with all mediums of entertainment and education contributing heavily.

Godofsky Files

ELIAS I. GODOFSKY, owner of WHLI (AM) and WHNY (FM) Hempstead, L. I., N. Y., last week filed application with the FCC for assignment of construction permits of those stations from himself as individual to a new corporation, FM Broadcasting Co. Mr. Godofsky presently is 100% stockholder of that firm. No money is involved. The application stated that while plans are indefinite, no more than 45% of the authorized stock would be sold. It stated Mr. Godofsky would retain control and that any stock so sold would have to go to members of his family. Purpose of assignment is to provide for added capital to cover expansions possibly including facsimile and television. Mr. Godofsky is president of new firm. Miriam N. Godofsky is treasurer and L. Donald Freund, attorney, is secretary.

U. S.-BRITISH PROGRAM
WTOL Will Be American Outlet For Students' Broadcast

COMPULSORY military service will be discussed by students of the Cambridge, England, and Toledo schools in an international broadcast on March 11 from 1:15-2:15 p.m. For the second time the British Broadcasting Corp. and WTOL will cooperate in presenting the broadcast, which will be similar to one in which WTOL participated in March 1946.

The Cambridge-Toledo discussion will be the second of a series of international broadcasts planned for school children of America and Britain this year. The first was held Feb. 18, originating in the United States from WOWO Fort Wayne, and the topic discussed was "Should Our School Curriculum Emphasize Vocational Skills or Liberal Arts?"

The two Toledo students chosen to speak for American school children in the March 11 broadcast will represent the Toledo Junior Town Meeting League, including 11 public and three Catholic high schools in the Toledo area. On the panel which will ask questions after the prepared contexts have been presented will be two students from each of the member schools.

An added feature will be a greeting from Miss Cynthia Ewing an exchange teacher from England who is teaching in Toledo's DeVilbiss High School, to her countrymen, and a few remarks by Miss Marie Stoll, from the same high school in Toledo, who is teaching in England. The mayors and superintendents of schools of Toledo and Cambridge also will participate. Broadcast will be under the direction of Harry Lamb, director of radio education in Toledo Public Schools.

Takes Promotion Post

RANDY MEBAN, formerly with the CBS promotion department, has been appointed head of radio promotion at Young & Rubicam, New York, succeeding Gerry Murray, in private life, Mrs. Ernest Engel.

NAB, Recording Firms Oppose Pan American Copyright Plan

NAB has taken a firm stand against ratification of the proposed Inter-American Convention on copyright protection, adopted last June at a three-week meeting held in Washington by representatives of Pan American nations.

Don Petty, NAB general counsel, appeared before an open discussion held by the Committee on International Copy Relations of the American Bar Assn. The committee is on record as opposing ratification of the treaty, calling the open discussion preparatory to reporting to the ABA Board of Governors.

Also opposing the treaty, but appearing on behalf of the New York City Bar Assn., were Sydney M. Kaye, BMI first vice president, and Julius Brauner, CBS attorney, just named network secretary.

Dr. Luther H. Evans, Librarian of Congress who headed the U. S. delegation at the signing of the treaty last June [BROADCASTING, July 1], urged Senate ratification. He said the treaty "gives the United States author or owner of protected works an advantageous position within Latin-American countries."

Recorders Opposed

Objection to the treaty will be submitted to the State Dept. by Columbia Recording Corp., Decca Records and RCA Victor Division, jointly opposing its provisions as affecting recording and transcription firms.

The recording firms contend that the statutory 2-cent per record side for each recorded composition has developed wholesome competition and provided the public with different versions of compositions at a reasonable price, at the same time amply protecting the composer.

The new convention, with its compulsory license provisions, will lead to numerous copyright evils, they contend. Their objections are summarized as follows:

The convention grants numerous rights to non-domiciled aliens which are not available with respect to matter copyrighted in the United States.

It does not require publication or registration of the copyright nor does it provide for any notice of copyright to the user. U. S. nations will be subjected to liability for innocent infringement of Latin-American works, and complete confusion and uncertainty will be introduced into this field.

The elimination of the compulsory license and the 2-cent clause would tend to create a monopoly and destroy the competitive structure under which the recording companies operate. It will deprive the public of the variety of versions of a musical composition.

It accords to a composer rights now given or to be given in the future in all the contracting countries in addition to the rights provided under the treaty. A user must therefore know the copyright laws as now existing and as hereafter amended of all the contracting countries as well as the provisions of the treaty, an impossible burden.

Right of public performance is created without regard to non-profit performance.

Treaty language may be interpreted to grant to a Latin-American composer a copyright in recordings even after the grant of a license by the composer to mechanically reproduce his work.

The convention provides for the retention by the author of the claim to paternity of his work and the right to oppose any change in it, discouraging adaptations and arrangements.

Use of "internationally famous" titles subjected to laws of unfair competition and drastic copyright remedies.

Much music now in the public domain would be retroactively made subject to copyright.

Baby Gets Care

KOME Tulsa has won the praise of its listeners for helping to make possible treatment at the Mayo Clinic, Rochester, Minn., for a two-year-old child, Chris McMillan, suffering from a rare kidney ailment. The child lay critically ill in a Tulsa hospital and his parents were without funds to send him to Mayo's and had no means of getting him there quickly. Learning of this, Dick Campbell, KOME program director and news editor, invited the parents to explain their plight on his 10 p.m. news broadcast Feb. 4. Following the broadcast, seven private plane owners offered to contribute their planes for the trip, KOME reported. Checks and cash contributions began to come in, and by 3:30 the next afternoon the child had been flown to Rochester in an ambulance plane and was ready to undergo an operation.

Hit-Run Driver

A 40-year-old Johnson City, N. Y., resident who said his conscience bothered him after he had heard a radio appeal for a hit-and-run driver to surrender walked into Binghamton, N. Y., police headquarters and gave himself up. The man, identified as Francis J. Slaboda, of Johnson City, had heard George O'Connor's *City Desk* (local news broadcast) over WINR Binghamton at 7:45 p.m. Feb. 17. Mr. Slaboda confessed that he was driver of the car which had run down and fatally injured a 60-year-old junk peddler.

'BIG MUDDY'
WOW Reports Heavy Demand For Its Movie

WOW Omaha reports a heavy demand for its color movie, "Operation Big Muddy," telling the story of the project being undertaken by U. S. Army engineers for development of the Missouri River basin. Latest showing of the movie, which was filmed while WOW was presenting a series of broadcasts concerning the various dam projects along the river, was in Washington, D. C., at a meeting at Hotel Statler sponsored by the Nebraska delegation in Congress.

The 16 mm film previously had been shown before the state legislatures of Iowa and South Dakota, many civic groups and the national convention of the Mississippi Valley Assn. WOW has over 100 unfilled bookings for the film.

Story of the river and its current development, as told in the film, was written by Harold Storm, WOW's publicity manager, who accompanied Ray Clark, the station's special events director, when Mr. Clark was assigned to do special broadcasts from key points along the Missouri where construction work was in progress. Narrative is by Ray Olson, WOW production manager.

Wherever the film is shown WOW distributes a 3000-word pamphlet prepared under Mr. Storm's direction describing in detail the story told by the color movie.

Stamps for Veterans

WHEN Commentator Harland Frederick of KSFO San Francisco mentioned the one-man campaign being conducted by a local citizen to get foreign postage stamps for collectors among the convalescing veterans at area hospitals, the receipt of stamps swelled immediately. Within a few days Mr. Frederick was informed that as a direct result of the broadcasts the drive had received enough stamps to last for three months.

Finds Job

DURING a broadcast of the daily *Man on the Street* over KNOE Monroe, La., Bill Stanley, announcer, interviewed Arthur F. Selsdorff, who stated he was looking for a job. Mr. Stanley asked his qualifications which were grocery store clerking, driving a truck and odd jobs. The interviewer said he was very much in need of work, being just out of the service and his wife expecting a baby. At the conclusion of the broadcast, KNOE received a call from Dr. Will Sam Kendall, Monroe dentist, who had the type of job that Mr. Zelsdorff was anxious to undertake, at salary of about $500 a month.

Serving California's

TWO GREAT MARKETS

KYA ★ KLAC

SAN FRANCISCO **LOS ANGELES**

Represented by

ADAM J. YOUNG JR., INC.

NEW YORK • CHICAGO

Legislative Mill

H. R. 2336—Chairman Charles A. Wolverton (R-N. J.) on March 3 introduced a bill to amend section 327 of the Communications Act of 1934 to permit use of Coast Guard radio stations for the reception and transmission of commercial messages "subject to certain conditions."

H. Res. 118—Granting subpoena powers to the House Committee on Expenditures in the Executive Departments was approved on March 4 by a vote of 304 to 42.

H. R.-2414—Introduced March 6 by Rep. Emory H. Price (D-Fla.) proposing that all interstate commerce be operated on standard time with radio defined as interstate commerce.

H. R.-1470—Rep. Earl C. Michener's (R-Mich.) bill to provide the Supreme Court with discretionary review powers with regard to appeal from FCC orders [BROADCASTING, Feb. 3] will be heard before a House Judiciary Subcommittee March 17.

Resumed by BBC

THE BBC's Third Program, which stopped broadcasting Feb. 10 as part of the BBC's emergency fuel restriction measure, resumed broadcasting last week. Other fuel restriction measures, including the temporary closing down of the television service, still remain in force.

Radio Course

COURSE on "Radio in the Classroom" is being presented as a teaching aid to Negro teachers and education students at Miners Teachers College, Washington. Director of the course is Hazel Kenyon Markel, WTOP Washington director of community service. Mrs. Markel has been teaching the subject at Wilson Teachers College since September and is adding Miners College at the request of the D. C. Board of Education.

Story of KULA

NEW CALL for Hawaii's most powerful station, KULA, tells the transmitter's story to natives. Kula is the name of a Hawaiian god who can leap over fences and mountains, explains General Manager Frank V. Webb of the station which was formerly KVPO. So KVPO becomes KULA starting May 1. "Appropriate!" says Mr. Webb. KULA is fulltime clear-channel, 10,000 w, 690 kc ABC affiliate. KULA also means "place of instruction." Mr. Webb says, "also appropriate."

Milwaukee Journal Buys WSAU Wausau, CBS Outlet on 1400 Kc, for $200,000

PURCHASE of WSAU Wausau, Wis., 250-w CBS affiliate on 1400 kc, by the Milwaukee Journal Co., licensee of WTMJ and WTMJ-FM Milwaukee, was announced last Thursday. Sale price was $200,000.

WSAU is licensed to Northern Broadcasting Co., operator of the station for the last 10 years. It is owned by William E. Walker, 52.5%; E. W. Walker, 0.5%, and Donald R. Burt, 47%. William E. Walker is also half owner of WMAM Marinette, Wis.

The purchase is in line with long-standing plans of the Journal Co. to expand the broadcast service available in the Wausau area. The *Journal* has a Class B FM grant there, as has WSAU also. To avoid an FM duopoly situation, the *Journal* told FCC in its transfer application that one of the grants would be assigned if the Commission approves the sale.

Present owners of WSAU were reported to have planned for some time to dispose of the station and retire from broadcasting. Officials noted in announcing the transfer plans that the sale "was delayed until it was definitely established that a purchaser was available whose record of service in the industry assured a continued high type of radio program service to the people in the territory served by WSAU."

Walter J. Damm, head of WTMJ and WTMJ-FM, said WSAU will continue as a local station, using the present call letters and retaining in general the present type of programming. He said no material changes in staff are contemplated.

The transfer is subject to FCC's Avco public-bidding procedure. The application, filed by Lester Cohen of the Washington law firm of Hogan & Hartson, asks that the WSAU license be assigned from Northern Broadcasting to the Journal Co.

MISS TRUMAN'S DEBUT

President's Daughter on Detroit Symphony Program

FONDEST dream of Margaret Truman—a professional radio appearance on a nationwide program—was realized when she was scheduled to make her debut at 8 Sunday night on ABC as guest artist with the Detroit Symphony.

Miss Truman

Miss Truman sang for several years on two WMAL Washington programs conducted by "Uncle Bud" Ward and Mrs. Ward, *Congressional Children*, keyed to Blue network, and *National Children's Frolic* [BROADCASTING, July 31, 1944]. Her father, at that time Democratic Senator from Missouri, often attended the broadcasts and spoke frequently on the air.

Her voice is of coloratura quality and she has extended her range to two notes less than three octaves, according to her teacher, Mrs. T. J. Strickler, of Kansas City. Miss Truman was paid by the orchestra. AFRA offered no objections to her first professional appearance.

WSB Observing Its 25th Year With Special Shows

MARCH 15 will mark the 25th anniversary of WSB Atlanta, and the station, owned by the *Atlanta Journal*, is airing special programs this week in recognition of the event. Growth of Southern radio and of WSB will be portrayed in half-hour programs (6:30-7 p.m.) tonight (Monday), tomorrow and Thursday. The first of these three programs will deal with the station's infancy, tomorrow's program with its period of adolescence, and the Thursday program its maturity. Music which was popular during each of the three periods will be included in the programs.

WSB has planned a special show dealing with the future of radio for Friday (March 14) at 6:45 p.m. Then on the next evening the week will be climaxed by *WSB Birthday Party*, a half-hour show beginning at 6:15. WSB is affiliated with NBC, and a tribute to the station was aired on NBC's *Honeymoon in New York* last Thursday.

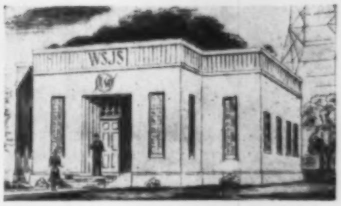
John M. Outler Jr., WSB's general manager, has been with the Atlanta Journal Co. for 31 years and with WSB for 16. Managing director of the station is J. Leonard Reinsch.

Aids Farmers

RECENT snow in Loudon County, Va. blocked off the farm-to-market roads for days, forcing farmers to dump their milk because they could not deliver it. County officials called on Connie B. Gay, conductor of *Town and Country Time* program on WARL Arlington, Va., asking him to broadcast an appeal for help in clearing the roads. They would be "pleased" to get a dozen men, they said. Mr. Gay made the request in a one minute spot announcement which was later repeated. Four hours later, more than 350 volunteers appeared at the Highway Dept. to aid in the road work.

Vets' Citation

U. S. VETERANS Administration, Indiana regional office, presented WIBC Indianapolis with citation expressing appreciation for station's cooperation in 1946.



ARCHITECT'S SKETCH shows modern building which will house WSJS-FM, the FM affiliate of WSJS Winston-Salem, N. C. Transmitter plant, including public lobby, will be near center of triangle formed by Winston-Salem, Greensboro and High Point. WSJS-FM expects to be on air by midsummer, operating with effective radiated power of 48 kw on Channel 280.

Good Samaritan

WMGY Montgomery, Ala., presenting a half-hour "man-on-the-street" broadcast after a natural gas line explosion had left most Montgomery residents without heat, not only received the thanks of the Alabama Gas Co. and municipal officials for broadcasting safety precautions but also had opportunity to act as Good Samaritan. The WMGY program had been in progress less than five minutes when the WMGY offices received a phone call from an excited male listener advising that his immediate problem was how to get some heat in the house for his wife, who would be "having a baby within the hour." WMGY obliged by placing two electric heaters from its studios at the expectant mother's bedside within ten minutes.

BETTER PICK-UP

Maxfield Describes New Type Of Mike Arrangement

A NEW SYSTEM of microphone placement and control which is said to enhance the quality of reception is described in an article in the *Western Electric Oscillator*.

Written by J. P. Maxfield, acoustics expert with Bell Telephone labs, the piece states that "One of the important advantages of this type of pickup is as much as 6 db gain in coverage at no extra expense to the sponsor or the broadcasting company."

The system is based on strategic placement of microphones especially in pick-ups of large orchestras. A general mike is placed toward the rear of the hall to the left facing the stage, in line with the violin section. A second mike is directly in front of the violins, a third near the cellos, and a fourth in front of the soloist, to the left of the podium.

By delicate control adjustments, a depth and clarity is achieved with the system, says Mr. Maxfield, that is far superior to that obtained with ordinary pick-up methods. The technique is now being used for CBS broadcasts of New York Philharmonic Symphony.

KONO San Antonio Presents Evidence Supporting Spot Commercial Record

HEARING on the renewal application of KONO, San Antonio independent station operating under trade name of Mission Broadcasting Co., was held in San Antonio last Wednesday and Thursday, with testimony centering around the FCC's 1938 instructions for classifying sustaining and commercial time. (The instructions were issued as page 25 of the FCC's annual financial report for 1938).

All witnesses except one were heard on Wednesday, but the hearing was carried over to Thursday morning to allow Robert Roth, assistant general manager and son of KONO's owner, Eugene J. Roth, to testify.

Dealt With Spots

FCC questioning dealt principally with the number of spot announcements carried by KONO. Under the FCC 1938 instructions commercial time was to be determined by the amount of actual time consumed in making spot announcements, but under FCC's new method of determining commercial time (brought out in 1945) any spot announcement on a 15-minute time segment put that 15-minute period in the classification of all-commercial.

James M. Brown, KONO general manager, carried the main burden of the station's testimony, which presented comparative figures showing the amount of commercial time used in KONO broadcasts during 20 weeks picked at random 1943 through 1946 and taking into consideration the 1938 and 1945 FCC instructions. The testimony set forth that the actual time KONO devoted to commercials during a 15-minute program was slightly over two minutes during daytime hours and slightly under two minutes at night.

KONO's general policy is to operate as a music and news station, with a maximum of three minutes in any 15-minute period devoted to talking and the remainder to music. Exhibits presented by KONO showed that the majority of its spot announcements were not longer than 50 words taking approximately 20 seconds of time.

KONO brought Ward Dorrell, vice president of C. E. Hooper Inc., to San Antonio to testify concerning the popularity of KONO broadcasts in comparison with those of other San Antonio stations. Mr. Dorrell introduced Hooper charts for the calendar years 1943-1946 indicating that KONO's Hooperating placed it in No. 2 spot.

Mr. Roth, KONO's owner, testified that before the war KONO produced a reasonably substantial amount of live talent shows, that during the war it had to depend almost entirely on recordings, but that since the war live talent shows had increased to a little more than 10% of KONO's total broadcast time, and that the station was hoping to achieve up to 25% live talent.

KONO was represented by Edward W. Bennett and Franklin C. Salisbury, Washington, D. C., attorneys, and Walter Emory represented the FCC. James D. Cunningham presided over the hearing, held in the Federal court room in the U. S. postoffice at San Antonio.

Aids Veteran

WHEN a partially disabled veteran, James Edmonds of Ashley, Ill., offered an eye for sale in order to buy a farm, John Raleigh, newscaster at KMOX St. Louis, broadcast the story on his Saturday afternoon program. Shortly after the broadcast, KMOX newsroom received a call from H. C. Cockran of St. Louis County, saying that he would be glad to have Mr. Edmonds as a tenant on his farm, without the eye in exchange. Mr. Edmonds, who is recovering from an operation at the Jefferson Barracks Veterans Hospital, St. Louis, was immediately notified of Mr. Cockran's offer.

Offer of Eye Broadcast

NEWS EDITORS Don Brice and Bill Tomkins of WKBN Youngstown, Ohio, brought the station's listeners a transcribed interview recently from the home of Mrs. Marie Didion in Edinboro, Pa., after Mrs. Didion's offer to give one of her eyes in exchange for a farm and living quarters for herself, her invalid husband their four children had touched off controversy in medical, scientific and legal fields.

KCBC SURVEY

2,000 Listeners Asked What Type Programs They Like

KCBC, owned by Capital City Broadcasting Co. which is now in operation at Des Moines on 1390 kc, has conducted a house-to-house survey of potential listeners to determine what type of programming it will have, Sidney J. Pearlman, station manager, announces.

Four staff announcers were dispatched to make personal calls to more than 2,000 Des Moines area homes. They found that music was first choice with 71.1% of the persons interviewed, and consequently more than half of KCBC's programs are all music or combination music-talk, Mr. Pearlman says.

Second choice showed 48.8% for news, with comedy-variety and drama shows following closely. Here, too, the station adjusted its programming to the demand. Daytime serials represented the type of program most disliked, with 47.4% of the interviewees saying they were the least popular.

Webster

(*Continued from page 16*)

the World Telecommunications Conference convenes in Atlantic City May 15.

It is not unlikely that Commodore Webster, as a member of the Commission delegation, will attend that parley and take a prominent part in behalf of the United States. Currently, Chairman Denny is scheduled to head the group and Comr. Jett will participate.

Commodore Webster's appointment first will have to be approved by the Senate Interstate and Foreign Commerce Committee of which Sen. Wallace A. White (R-Me.) is chairman, then go to the full Senate. Senator White, asked for comment on the appointment, refused to release a statement before action had been taken by the full committee. It is known, however, that Senator White has been acquainted with Commodore Webster's work for many years. Commodore Webster has appeared before his committees many times as a witness, both in behalf of the FCC and the U. S. Treasury (Coast Guard). Senator White himself at one time was considered for the FCC post but friends in Congress persuaded him against it since his services, it was felt, were needed there.

To accept the FCC appointment, Commodore Webster must give up his post as director of the Division of Telecommunications of the National Federation of American Shipping, a post he accepted in August, 1946. He accepts the appointment at considerable financial sacrifice. Reportedly he was making upwards of $15,000 in the NFAS post and $5,000 annually in retirement pay. He must give up both for his $10,000 Commission salary.

Commissioned in 1912

Commodore Webster was commissioned in the Coast Guard in 1912 (May). He retired in October, 1923 and was recalled to active service as Chief Communications Officer, U. S. Coast Guard Headquarters, Washington. Subsequently he was appointed by D. C. Roper, Secretary of Commerce, on an interdepartmental board to study communications in the U. S. He was placed on the Coast Guard retired list in 1934.

Among the conferences on world communications he has attended are: Telegraph Conference, Paris (1925); Radio Telegraph Conference, Washington (1927); Telegraph Conference, Brussels (1928); Safety of Life At Sea Conference, London (1929); International Technical Consulting Committee on Radio Communications, Copenhagen (1931); Radiotelegraph Conference, Madrid (1932); International Marine Wireless Conference, London (1937); International Telecommunications Conference, Cairo (1938); Third World Conference of Radiotelegraph Experts for Aeronautics, Cracow, Poland (1939).

Commodore Webster was recalled to active Coast Guard duty June 1, 1942 as Chief Communications Officer with rank of Captain, was appointed Commodore in September, 1945.

Subsequently, he served on the following: Interim Council of International Civil Aviation Conference, Chicago (1945); Inter-American Radio Communications Conference, Rio de Janeiro (1945); Commonwealth and Empire Conferences on Radio for Civil Aviation, Chicago (1945); British Telecommunications Conference, Bermuda (1945); Second Session, Interim Council, Provisional International Civil Aviation Organization, Montreal (1945); Provisional International Civil Aviation Organization Dublin (1946); chairman, U. S. Delegation to International Meeting on Radio Aids to Marine Navigation, London (1946).

Important committee posts he has held during the last four years include: chairman, Interdepartmental Radio Advisory Committee (1945); member, Technical Subcommittee, Telecommunications Coordinating Committee, Department of State; member, Executive Committee, Radio Technical Committee for Aeronautics; Assistant Secretary, Board of War Communications; member, Frequency Allocations Committee Joint and Combined Communications Boards; member, general committee for International Conference for Safety of Life at Sea; chairman, Rescue Procedures Committee of latter conference; member, State Dept. Joint Air-Sea-Land Rescue Committee and chairman, Executive Committee of the Central Frequency Propagation Laboratory.

Upcoming

March 10: NAB Engineering Executive Committee, Washington.

March 10-11: National Marketing Conference, sponsored by U. S. Chamber of Commerce Domestic Distribution Dept., Hotel Stevens, Chicago.

March 15: Assn. of Women Broadcasters, "Women in Radio" Conference, Cornell U., Ithaca, N. Y.

March 24-26: National Conference on UNESCO, Philadelphia.

March 31: NAB Standards of Practice Committee, New York (tentative).

April 1-2: NAB Program Managers Executive Committee, New York (tentative).

April 14-16: NAB Area C Meeting (Districts 10, 12), Muehlebach Hotel, Kansas City.

April 21-22: NAB District 13 Meeting, Rice Hotel, Houston, Tex.

April 28-29: NAB Area G Meeting (Districts 4, 7), Hotel Roanoke, Roanoke, Va.

May 5-6: NAB District 2 Meeting, Waldorf-Astoria, New York.

May 17: New England Radio Engineering Meeting, sponsored by North Atlantic Region of Institute of Radio Engineers, Continental Hotel, Cambridge, Mass.

May 21-22: NAB Board of Directors, Washington.

Record Request Features

TWO new record shows based on telephone requests have been started on KVSF Sante Fe, N. M. "On the Q T," Mon. through Fri. 11:15 p.m.-midnight, features music on the "sweet and quiet" side.

At Deadline ...

NAB, ASCAP TO HOLD JOINT NEW YORK MEETING

NAB Music Advisory Committee, dealing with copyright matters, to hold meeting March 17 at Waldorf-Astoria, New York, in advance of joint meeting with ASCAP executives March 18.

Joint meeting to be of get-acquainted nature with talks chiefly concerning interpretations of present contract. Definitions of participating program, spot announcement and other terms, which once threatened to develop into major fight, to be considered. Belief expressed ASCAP unlikely to ask more money from industry, with present contract standing good chance of extension for another nine years.

SWANEE HAGMAN RESIGNS

C. T. (Swanee) HAGMAN, former manager of WTCN who resigned last July to become general manager of ABC Central Division, Chicago, tendered sudden resignation to Ed Borroff, Central Division vice president, Feb. 6. Mr. Hagman sent resignation from his former home in St. Paul. While Mr. Hagman could not be reached for comment, Mr. Borroff said he "understood" resignation due to dissatisfaction with Chicago as residence for family. Mr. Hagman has been approached by group headed by William Johns Sr., of Ridder Johns, newspaper representatives interested in acquiring majority control of stock in KSTP, but is believed to be considering either purchase of station in Twin City area or applying for CP.

UNIVERSAL CHANGES

UNIVERSAL PRODUCTIONS, subsidiary of Universal Sales, headed by Wesley I. Dumm, owner of KSFO San Francisco, undergoing reorganization, with notices given to heads of all departments. Included in dismissals are Barry Keit, West Coast manager; Ray Linton, Chicago manager; Bob Reichenbach, sales promotion and publicity, and John Gordon, program director. Will H. Voeller, manager of Universal Recorders, transcription subsidiary, reportedly to head new program department in brokerage capacity.

FOUR NAMED BBDO V-Ps

FOUR BBDO account executives, two in New York, one in Buffalo and one in Cleveland, elected vice presidents last week. William J. O'Donnell, with agency since 1925, and Thayer Cumings, who joined BBDO in 1927, appointed vice presidents in New York office. Dale G. Casto, with firm since 1926, elected vice president in Buffalo branch, and Elmore E. Haring, who joined BBDO in 1936, appointed vice president in Cleveland office.

COMMUNICATIONS BOARD BILL

MEASURE introduced in California State Senate (S-908) to create communications board referred to Committee of Governmental Efficiency in Language. Communications Board is conceived "to coordinate, in advisory capacity, the operation and use of existing or proposed publicly owned and operated communication facilities" between cities and subdivisions of State.

PETRILLO HEARING APRIL 28

PETRILLO CASE scheduled for oral argument before Supreme Court April 28. High Court had announced formal notice of jurisdiction on March 3 [BROADCASTING, Feb. 3]. Government's brief must be filed three weeks before date of argument, union brief one week before. Henry Kaiser is preparing AFM argument, under guidance of AFM-AFL attorney, Joseph A. Padway, and will probably make oral presentation. Government attorney not yet assigned by Justice Dept.

WU, BELL STRIKE THREATS

SIMULTANEOUS strike against Western Union and Bell Telephone System threatened last week as AFL bargaining committee notified WU president J. L. Egan of intent to file strike notice with Labor Dept., which would bring walkout about April 7, same date scheduled by National Federation of Telephone workers. Union officials claim WU agenda for negotiations, opening today (March 10) would take away all employe gains made since 1939.

COLUMBIA U. SERIES

PLANS for new series of half-hour radio programs titled *The Pulitzer Prize Program*, to be produced by Famous Artists Corp., Beverly Hills, in conjunction with Columbia U., announced by Dean Carl W. Ackerman, of Columbia's Graduate School of Journalism. Network and sponsor undecided at present.

HOLLYWOOD GUILD ELECTS

HOLLYWOOD Radio Directors Guild has elected five members to national board in addition to Thomas Freebairn Smith, president; Anthony Standford, Glenhall Taylor, Paul Franklin, Phil Cohan and Bill Robson. All will attend national convention in Chicago, March 23-25.

People

DR. VLADIMIR K. ZWORYKIN, director of electronic research laboratory of RCA Labs. at Princeton, N. J., elected vice president and technical consultant of RCA Labs. Division.

GARRARD MOUNTJOY, former president of Electronic Corp. of America, New York, appointed chief radio engineer of Stromberg-Carlson Co., Rochester.

PETE KURTZER, formerly with KXYZ Houston, Tex., joins sales staff of WOV New York.

FOUR BY MERIT

ALTHOUGH appointment of Commodore E. M. Webster to FCC (see page 16) throws into question political balance of body, there is no question about one majority: Four out of seven of the Commissioners will have come up through the ranks of the FCC. Comr. Jett was former chief engineer; Chairman Denny was former general counsel, as was Comr. Hyde; and Commodore Webster was former asistant chief engineer.

NEW REGIONAL GRANT ON 1300 kc FOR CLEVELAND

FINAL decision conditionally granting application of Cleveland Broadcasting Co. for new 5 kw outlet on 1300 kc, directional, at Cleveland and denying mutually exclusive request of Scripps Howard Radio Inc. announced by FCC Friday.

At same time FCC reported: Proposed decision granting new station on 1230 kc, 250 w, unlimited time, at Pueblo, Colo., to Pueblo Radio Co. and denying application of Dorrance D. Roderick for identical facilities; adopted order granting application of Monona Broadcasting Co. for new station at Madison, Wis., on 1070 kc with 10 kw and unlimited hours, directional night to protect CBA Sackville, N. B., NARBA Class I-B outlet.

In addition Commission adopted supplemental proposed decision for grant of following applications: Beloit Broadcasting Co., Beloit, Wis., 1490 kc, 100 w, unlimited; Village Broadcasting Co., Oak Park, Ill., and Radio Wisconsin Inc., Madison, Wis., both for 1490 kc, 250 w, unlimited. FCC would deny competing applications of: Elgin Broadcasting Co., Elgin, Ill.; Vincent G. Cofey, Elgin, Ill.; Community Broadcasting Co., Oak Park, Ill., and Edwin Mead, Rockford, Ill. Original proposed decisions had favored grants to Elgin Broadcasting Co. and Edwin Mead.

In Cleveland decision Commission again relied on ownership-management local residence and diversity of interests as consideration basis since applicants otherwise were found equally qualified. FCC reported nearly all 11 stockholders and officers of Cleveland Broadcasting have been long Cleveland residents and "have participated actively in the community life of that city." Principals also are of "diverse backgrounds." As for Scripps-Howard Radio, FCC stated " . . . the record discloses that none of the officers or directors of Scripps-Howard . . . have a close kinship with the people or local organizations of Cleveland." Further FCC reported Cleveland Broadcasting principals would be active in direct station operation. This was found not so for Scripps-Howard, whose total stock is owned by E. W. Scripps Co., principally interested in newspaper publishing, and including the Cleveland Press. Scripps-Howard Radio is licensee of WCPO Cincinnati and WNOX Knoxville as well as 68% owner of WMC Memphis. Firm also has FM interests.

Cleveland Broadcasting, which also is applicant for FM facilities in Cleveland, originally had filed for AM in 1941, withdrawing in March 1942 as result of wartime restrictions on use of critical materials. Alexander F. Whitney, president of Brotherhood of Railroad Trainmen, and Alvanley Johnston, head of Brotherhood of Railway Engineers, have minor interests (1.3% each). Firm is headed by Henry Tremmel (13.3%), president, North American Fibre Products Co. Principal stockholder is Ray T. Miller (46.7%), attorney and former Cleveland mayor; his law partner, Donald W. R. Hornbeck (13.3%). Others interested include: Ray L. Lamb (6.7%), a financial firm partner and who is secretary-treasurer; Robert J. Buckey, former Senator from Ohio (3.4%).

Likewise in re Pueblo proposed grant FCC preferred qualifications of local group, Pueblo Radio Co., over those of Dorrance D. Roderick, southwestern publisher and broadcaster. Mr. Roderick would have operated station through an employe, Commission found. Pueblo Radio principals are: Dee B. Crouch, president (20 shares), ex-Marine and employe of Holly Sugar Corp. of Colorado; Allen E. Pezoldt, vice president (50 shares), in tire business; Zula Seaton, secretary-treasurer (130 shares), real estate and farming; Nina and William Ulrich (30 shares), Arkansas City, Kan. Mr. Crouch, son of Mrs. Seaton, has subscribed for 20 shares of unissued stock and is to acquire interests of the Ulrichs, his aunt and uncle. Mr. Roderick is operator of KROD El Paso, Tex., and permittee for Silver City, N. M. He holds other radio interests.

Monona Broadcasting previously had been denied Madison facilities because of interference to CBA [BROADCASTING, Nov. 4, 1946] and competitive applications of KHMO Hannibal, Mo., and Audrain Broadcasting Co., both later severed from consolidation and granted [BROADCASTING, Feb. 10]. Monona had then amended its request. Application is granted subject to adjustment of all reasonable blanketing complaints.

Following FCC's announcement of proposed preferences for Elgin and Rockford, that body heard oral argument on exceptions as well as petitions by Beloit Broadcasting for reconsideration and Radio Wisconsin for consolidation. Although considered separately, for convenience FCC issued one decision for the two group cases. In review Commission found Beloit in greatest need and with that grant one to Oak Park also becoming possible. This, rather than single Elgin grant, is held more in public interest. Beloit grant, however, effects denial of Mead's Rockford application. Beloit also was found to have chronological preference. Although given proposed grant for local facilities, Radio Wisconsin was denied permission to amend for power increase.

NBC offering available time to N. W. Ayer & Son for CBS *Durante-Moore Show* for United Rexall and to Young & Rubicam for CBS *Ozzie & Harriet* for International Silver.

More Tests Seen on 30-kc Separation Plan

FURTHER TESTS considered likely after FCC hearing Friday on proposal to amend AM Engineering Standards to permit assignment of stations in same area on as low as 30-kc separation [BROADCASTING, Feb. 3, 10]. Hearing due for completion today.

Session, before Commission *en banc*, disclosed clear cleavage between engineers advocating extensive additional tests and cautious approach to proposed 30-kc standard, and those favoring even greater liberalization than FCC's proposal to assign stations on 30-kc separation if their 25 millivolt contours do not overlap.

Even without reallocation of AM band, which FCC officials said last summer they would not consider, authorities estimated "several hundred" new stations might be assignable if 30-kc separation were permitted where 250-millivolt contours do not overlap. Many less assignments would be gained if overlapping were restricted to 25-millivolt contours, it was pointed out. In latter case, 30-kc separation would be impossible for stations in same city, but generally possible if located in adjacent cities.

Engineers appearing for Liberty Broadcasting Co., applicant for Rochester station on channel (650 kc) only 30 kc from existing station (680 kc), testified two stations might operate in same city on 30-kc separation and, so long as their 250-millivolt contours don't overlap, interference would be no greater than in operation of 40 or 50-kc separation where overlapping contours are much greater than 250 millivolts.

Objectionable cross-modulation problems can be eliminated, said Paul D. P. Spearman, attorney and stockholder in Liberty, by "simple filter" in transmitting plant.

Testifying on 30-kc separation tests in Philadelphia-Camden and Washington-Bethesda areas [BROADCASTING, March 3], FCC Engineer Ralph Renton said "the most" shown in Philadelphia-Camden experiments is that 30-kc separation is satisfactory if 18-millivolt contours do not overlap.

He said further tests should be made but recommended on basis of information at hand that 30-kc separation might be allowed if their 15, and not more than their 25, millivolt contours do not overlap.

Most of complaints in Philadelphia test—involving WHAT and WTEL Philadelphia and WCAM Camden—blamed on receiver defects. In Washington-Bethesda case, involving experimental operation of WBCC Bethesda 30 kc from WWDC Washington, Mr. Renton expressed belief much of reported difficulties due to conditions external to receivers. FCC Engineer John C. Peterson said checks were made of all 11 points from which complaints received in Washington experiment, and test receivers tuned out interference at all but two.

Some Commissioners and several participants expressed belief considerable further testing of 30-kc separation should be made, particularly of operations where station's 250-millivolt contours approach each other but do not overlap. Liberty Broadcasting witnesses considered additional experiments of little value.

Objectors to unrestricted authorization of 30-kc separation for stations in same areas included Frank Marx, ABC director of engineering; William S. Duttera, staff allocations engineer of NBC; John H. DeWitt, engineer, who appeared as individual.

E. M. Johnson, Mutual engineering director, said he anticipated "no trouble" if there is no overlapping of 25-millivolt contours, and that, assuming use of filters in transmitters, he didn't think appreciable trouble would develop on 250-millivolt standard. He suggested tests be extended to blanket contours and to lower frequencies.

Paul A. DeMars, consulting engineer, said two stations (but not three) might be assigned on 30-kc separation in same area if transmitters are close together and stations' signal intensities over service areas are similar.

John F. Byrne, engineering director, Airborne Institute Labs, and James O. Weldon, consulting engineer, testified for Liberty Broadcasting that they believed 30-kc separation feasible if there is no overlapping of 250-millivolt contours, and that they thought additional testing would bring little additional information of value.

Other Liberty witnesses—Lester Carr, A. Earl Cullum Jr., and Joseph A. Chambers, consultants—slated to testify when hearing resumes. With argument on aeronautical radio rules scheduled this morning, Commission slated resumption of channel-separation session at 2 p.m. today or thereafter upon completion of aeronautical hearing.

CANNER TAKES WARING

NBC's five-a-week daytime musical program *Fred Waring Show* will be sponsored on entire network Fridays, 11-11:30 a.m. (EST) effective March 14 by Minnesota Valley Canning Co. [BROADCASTING, March 3]. New client will sponsor on Fridays for four consecutive weeks, temporarily cancel until July 18, then resume for 26 weeks. Reason for split contract is production layoff during crop season. Products to be advertised are Niblets corn and Green Giant peas. Waring sponsored Tuesdays and Thursdays by American Meat Institute, Chicago. Leo Burnett Co., Chicago, agency for both accounts.

FCC ANTENNA CHANGE

FCC Friday announced policy change permitting applications in hearing to be amended to reflect changes in antenna design as agreed upon in engineering conferences following channel studies in AM "temporary expediting" procedure. Applications for amendments to be made via petition, upon which Motions Commissioner will act.

KCNA TRANSFER ASKED

TRANSFER of control, effecting refinancing operation, is requested in application of KCNA Tucson, Ariz., filed with FCC Friday. KCNA is under construction and is one of trio simultaneously granted last July to 37,000-population Tucson which already had two outlets [BROADCASTING, July 15, 1946]. Trio grant scared most KCNA incorporators, application indicated, with Author-Playwright Erskine Caldwell now taking lead in series of loans and stock switch. Firm now shows deficit; loans would buy equipment, stock and aid operations. New stockholders are Tucson Newspapers Inc. and State Consolidated Pub. Co. group including Wm. A. Small, Wm. H. Johnson and Clare R. Ellinwood. Mr. Caldwell would retain 30%. KCNA 1340 kc, 250 w, unlimited.

JOIN BARRON FIRM

GEORGE E. GAUTNEY and Clyde Bond, directional antenna design specialists, join John Barron, consulting engineers, Washington. Business continues to operate under original name.

FCC PONDERS REASSIGNMENT OF FM STATIONS

FCC conducting tests of FM station signals to determine if two-channel separation, especially in metropolitan areas, should replace present one-channel plan. Commission also testing receiving sets for manufacturers to determine efficiency. Reassignments on FM band may develop if one-channel separation is found inadequate.

Cross talk, due to spread of signals and aggravated by drifting of early model FM receiving sets, found in dozen areas, especially in East. FCC, manufacturers and FM Assn. all understood to be anxious to clear up FM interference problem before stations go on air in large numbers. Original FM metropolitan assignments said to have been jammed together by FCC to determine interference problem in early stages of FM development. High radiated power of FM transmitters cited as factor.

Tests in Syracuse of WFBL and WSYR FM outlets with one channel separation showed that highest-priced receivers could not separate signals. Two-channel separation said to show improvement. Several manufacturers understood to have redesigned circuits to stop drifting.

PRESIDENT'S TOUR OFF

PRESIDENT TRUMAN suddenly called off Caribbean tour Friday, shortly after return from Mexico City, Waco, Tex. trip. Radio and press correspondents had reached agreement on equal access to small transmitter on seaplane tender *Greenoch Bay* which was to have escorted Presidential yacht Williamsburg. Committee consisting of one radio, one press, one special correspondent, each with veto power, was to have decided on use of transmitter.

Closed Circuit

(Continued from Page 4)

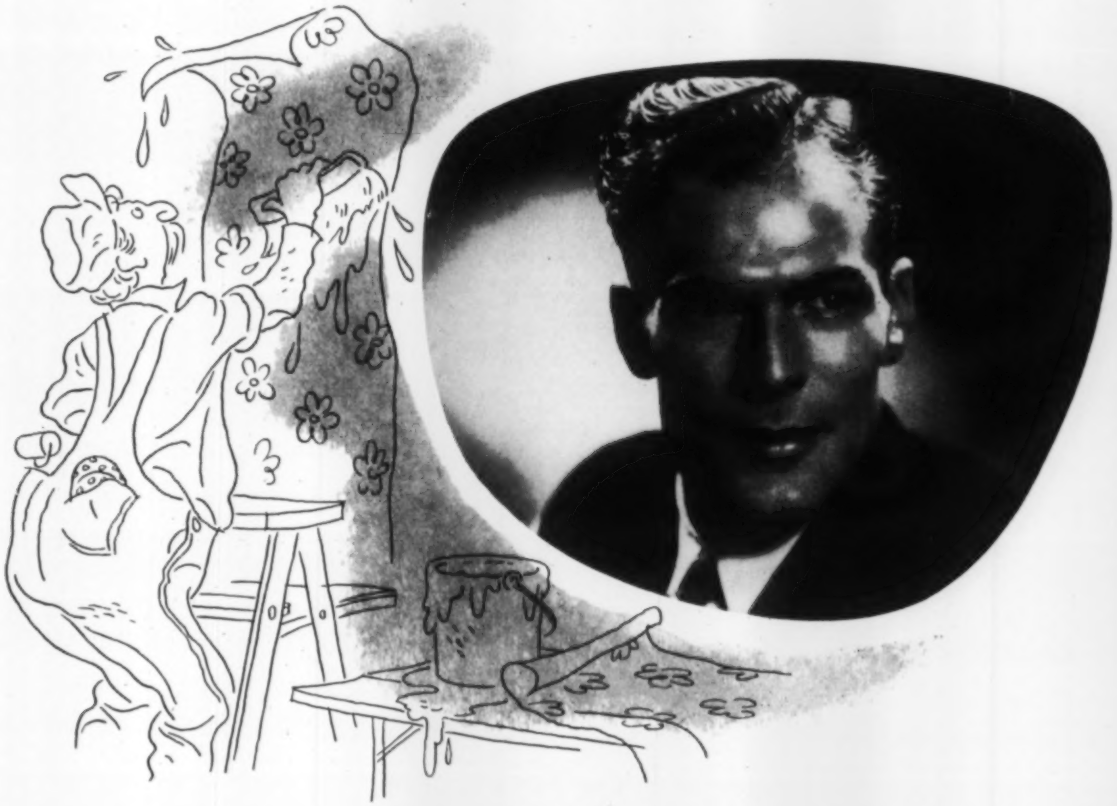
Mr. Cooper presumably has elected to dispose of interest in view of Congressional activity, to which he was designated in January when new Congress organized.

MARRIAGE of IBEW (AFL) and NABET (independent) may be in offing. Inside talk is that matter has gone beyond flirtation stage and now has reached courtship status. Dan Tracy, IBEW president, and Allan T. Powley, NABET head, are key romancers.

ADD TO WOES of standard broadcasters: All signs point to technical feasibility of 30 kc frequency separation between stations in same metropolitan areas. Thus FCC shortly is expected to amend regulations to reduce tolerance from 40 kc to 30 kc, making room for perhaps several hundred additional stations, many of them in major markets.

STATE DEPT.'s International Broadcasting Foundation plan [BROADCASTING, Feb. 24] will be made public this week, probably simultaneously with delivery of proposed legislation to Capitol Hill. Legislation would create separate fund for international broadcasting by State Dept. Monies for fund, however, would come partly from unexpended reserves already earmarked for broadcasting use.

WITH SUCCESS of Bing Crosby transcribed series, and despite report to contrary, Edgar Bergen said to be considering similar deal that would put him on ABC at termination of current NBC contract for Standard Brands (Chase & Sanborn coffee) a year hence. Bob Hope giving thought to same idea.



the one-armed paper hanger is Strictly a Loafer

The proverbially busy one-armed paper hanger is a gentleman of leisure compared to Roy Battles. This lanky, 6-foot-2-inch Midwesterner is WLW's Farm Program Director . . . and one of the hardest-working, most conscientious men in radio circles.

An experienced farmer and former county agent, Battles took over his present duties in 1944 . . . and we still don't know how he does it. For example: besides directing and appearing on the daily broadcasts of "Everybody's Chore Time" and "Everybody's Farm Hour," Roy conducts two highly popular Sunday morning farm shows, "From the Ground Up" and "Farm Front" . . . is responsible largely for the format and content of all 21 programs of rural appeal originated by WLW each week.

Roy supervises the activities of assistants Bob Miller and Betty Brady who—along with Farmer Earl Neal and Outdoorsman Boss Johnson—help him tailor all farm programs to the interests of agriculture in the WLW area. He also supervises the operation of WLW's practical, non-subsidized farm, answers countless letters from listeners, and greets scores of daily visitors to Everybody's Farm.

Battles is in constant demand as a speaker before farm groups, schools, clubs, and meetings of all types—even more so since he accompanied WLW's famine investigating party on a six weeks' tour of Europe's worst famine areas last year. He spoke before thousands of people last year—was forced to turn down more speaking invitations than he was able to accept.

How does he do it? When does he get to see his family? We asked him and his answer, as he pulled away in the mobile unit, sounded like, "I don't know, but I love it!"

Which is probably why WLW's farm programming won VARIETY'S award for "contributing to the world's breadbasket" . . . was cited as "outstanding" in BILLBOARD'S poll of radio editors. It's also the reason why Battles is the favorite farm broadcaster (and WLW the overwhelmingly dominant station) among rural listeners of Ohio, Indiana, Kentucky, and West Virginia.

WLW 25th Year

WLW

CROSLEY BROADCASTING CORPORATION